DOCUMENT RESUME

ED 043 366 LI 002 164

TITLE	Library Service to Industry; Series of Two Workshops: [San Diego, June 16, 1970; San Leandro, June 19, 1970.]
INSTITUTION	California State Library, Sacramento.
PUB DATE	70
NOTE	166p.
EDRS PRICE	EDRS Price MF-$0.75 HC-$8.40
DESCRIPTORS	Communications, *Industry, *Information Centers, *Information Dissemination, Information Needs, Library Cooperation, *Library Reference Services, *Library Services, Use Studies, Workshops

ABSTRACT

In 1969, four Workshops on Library Service to Industry were held in California (see LI 002 163). Expressed interest in additional workshops on the same subject resulted in the two workshops reported here. The composition of the panel at each workshop and the procedure for each panel presentation were basically the same. Each panel had a representative from industry and four practicing librarians: a public librarian, a special librarian serving industry, a college or university librarian, and a reference librarian assigned to service industry from the staff of the California State Library. The objective of the morning session was to show: (1) how each type of library can serve industry, (2) the kinds of information the industrial man can expect from libraries or information systems, and (3) how libraries can work together to supply these needs. During the afternoon session, participants were assigned to discussion groups to discuss one of five topics: (1) role of the reference librarian, (2) the goal of reference work, (3) publicity and public relations, (4) information analysis centers, and (5) interviewing the patron from industry. Mrs. Phyllis I. Dalton, Assistant State Librarian, then summarized the meeting activities and presented conclusions for the day before adjourning the workshop. (Author/NH)

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WORKSHOPS ON LIBRARY SERVICE TO INDUSTRY

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Series of Two Workshops

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California State Library Service to Industry

California State Library
Sacramento
1970

LI 002 164

ED 4328

The California State Library has cataloged this publication as follows:

Workshop on Library Service to Industry.
Library service to industry; proceedings of two workshops: San Diego, June 16, 1970; San Leandro, June 19, 1970. Sacramento, California State Library, 1970
160 p.

1. Reference services (Libraries)
* I. California. State Library, Sacramento.
II. Title

** L575 I55 1970

* Libraries using California State Publications classification scheme may wish to use this heading as main entry.

** This classification number is assigned for libraries using California State Publications classification scheme.

Ref. Desk

CALIFORNIA STATE LIBRARY

LIBRARY SERVICE TO INDUSTRY

Proceedings of Two Workshops

San Diego June 16, 1970

San Leandro June 19, 1970

California State Library
Sacramento

1970

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PREFACE

In 1969 four Workshops on Library Service to Industry were held throughout the State. Because of expressed interest in additional workshops in the San Diego and San Leandro area, two additional workshops were held on the same subject in 1970.

Conference rooms at the San Leandro Community Library were made available by Mr. Stephen Ewing, Director of the San Leandro Community Library, for the San Leandro workshops, and at San Diego, Mr. Arthur Murray, Librarian, San Diego County Library, had Miss Barbara Anderson, Reference Coordinator, SERRA Regional Center make all necessary arrangements at the Mission Valley Inn.

Invitations and a tentative program were mailed to all public, university, and special libraries in California on March 25th with a request to register for attendance at one of the two locations.

Under the direction of Mrs. Phyllis I. Dalton, Assistant State Librarian, a committee consisting of four California State Library staff members, Mrs. Constance McColm, Principal Librarian, Reader Services; Miss Mary Schell, Supervisor, Government Publications Section; Mr. Eugene Pike, Supervisor, Reference Section; and Mrs. Marion Bourke, California State Library Service to Industry Librarian, were designated to plan and attend both workshops. Mr. Ed

Plummer, Fresno County Library, participated in both workshops and because of his experience at the previous workshops provided valuable suggestions in development and presentations to the workshops.

Mr. John Berry, Liaison Officer, Western Region of the Defense Documentation Center was invited to speak on the Defense Documentation Center and other federal information networks at the afternoon sessions.

Panel leaders and discussion group leaders were chosen and briefed on their roles in the workshops. Miss Jeannette Glynn, Librarian, Information Center for Business and Government at the Alameda County Library, accepted appointment as coordinator of the panel at the San Leandro workshop.

Mrs. Phyllis I. Dalton, Assistant State Librarian, opened the workshops with a talk on "What is Service to Industry by Libraries?" She then introduced the panel members. The composition of the panel at each workshop and the procedure for each panel presentation were basically the same. Each panel had a representative from industry and four practicing librarians: one from a public library, one from a special library serving industry, one from a college or university library, and one of the reference librarians assigned to service to industry from the

staff of the California State Library. The objective of the panel presentation at the morning session was to show how each type of library might be able to supply the information needed by industry; what kinds of information the man from industry can expect from libraries or information systems, and how libraries can work together to supply these information needs.

After the panel presentation in the morning session, the audience was asked to direct questions to a panelist or to comment on what had been presented. During the afternoon session, participants were assigned to discussion groups to discuss one of five different topics. After the reports were made by each discussion group, Mrs. Dalton summarized the meeting activities and presented conclusions for the day before she adjourned the workshop. Throughout the day, Mrs. Dalton acted as moderator.

Six lists were prepared for distribution to each workshop attendee. These were: (1) Reviewing Media; (2) Indexes and Abstracts; (3) Specifications and Standards; (4) Food Technology; (5) Applied Chemistry; (6) Technology Transfer. All were designed to help librarians serve industry. Many of the titles listed were represented in the exhibits at each workshop. Special and unusual reference tools were displayed and attendees were encouraged

to examine them during the break periods through the day.

Additionally, some publishers of some of the unusual tools provided sample copies, brochures, kits and other give-aways for both workshops. Miss Jewell Hardkopf, Management Consultant, who had done the original planning for the workshop formats when they were given in 1969, was responsible for obtaining these.

The proceedings which follow will remind those who attended that LIBRARY SERVICE TO INDUSTRY is vital today, and to search for more and better ways to do it. If this document is read by others, it is hoped they will find it stimulating and useful.

We thank the representatives from industry, the libraries who provided facilities, and the many librarians throughout the state who gave generously of their time and knowledge to aid in the presentation of this series of workshops. We trust the attendees found their participation to be a worthwhile experience, and that they had something valuable to take back to their libraries.

A C K N O W L E D G M E N T S

Very sincere appreciation is given to the following publishers who supplied samples of some of their publications for display purposes at the workshops on LIBRARY SERVICE TO INDUSTRY, and to those who gave brochures and other items for distribution to the attendees:

Mrs. Dorothy Floyd, Manager, San Francisco Business Service Center of General Services Administration.

Superintendent of Documents, Washington, D.C.

Mrs. Lucy A. Juhasz, Publication Sales Manager, American Society of Mechanical Engineers.

San Francisco Government Bookstore, San Francisco.

Institute for Scientific Information, Philadelphia.

Mr. Theodore P. Peck, Director, Technical Information Service, Walter Library, University of Minnesota.

Mr. John Berry, Defense Documentation Center.

TWO WORKSHOPS ON

LIBRARY SERVICE TO INDUSTRY

A C T U A L

A T T E N D A N C E

Location and Date	San Diego June 16	San Leandro June 19	TOTAL
PUBLIC LIBRARIANS	52	68	120
SPECIAL LIBRARIANS	7	16	23
COLLEGE & UNIVERSITY LIBRARIANS	8	8	16
REPRESENTATIVES FROM INDUSTRY	2	1	3
TOTAL	69	93	162

SAN DIEGO WORKSHOP June 16, 1970

P R O G R A M

WORKSHOPS ON LIBRARY SERVICE TO INDUSTRY

Sponsored by the

California State Library

June 16, 1970

Valley Room

Mission Valley Inn

875 South Hotel Circle

San Diego, California

9:00 Coffee and registration

9:30 Opening of Workshop

Welcoming remarks -- Mrs. Phyllis Dalton

Introduction of Panel Members --Mrs. Phyllis Dalton

Panelists:

Miss Margaret Queen, Supervising Librarian, Social Science Section, San Diego Public Library

Mrs. Julia Breninger, Manager of the S.I.L.C. Information Center (Selected Information and Library Center)

Mr. Keith Blair, Technical Information Specialist, Convair Division, General Dynamics

Mrs. Mary Jane Schmelzle, Technical Information Project, University of California, Los Angeles

Miss Barbara Begg, Science & Engineering Librarian, University of California, San Diego

9:45 - 10:45 Panel on Library Service to Industry

10:45 - 11:00 Discussion between Panelists

Moderator, Mrs. Dalton

11:00 - 11:25 Discussion and Questions from the floor

Moderator, Mrs. Dalton

11:25 Announcement concerning luncheon. (Printed list of restaurants in the vicinity and map included in the packet distributed to attendees at the Registration Desk.)

11:30 Lunch and Examine Exhibits

1:00 Introduction of speaker by Mrs. Phyllis Dalton

Speaker:

John Berry, Liaison Officer

Western Region, Defense Documentation Center

Cameron Station, Alexandria, Virginia

Thanking of speaker

Mrs. Phyllis Dalton

2:00 Announcement of discussion groups

Five discussion groups meeting simultaneously on five different topics. Each person has been assigned to a discussion group. Location will be posted or can be announced. Each participant's discussion group number will be marked on his name card.

Topic #1 -- Role of the Reference Librarian.

Leader: Mr. Eugene Pike, California State Library.

Topic #2 -- Is This Our Goal Today?

Leader: Mr. William E. Ebner, Chief of the Technical Information Services, Ryan Aeronautical Company

Topic #3 -- Publicity/Public Relations

Leader: Mr. Edward Plummer, Business Librarian, Fresno County Free Library

Topic #4 -- Information Analysis Centers

Leader: Mrs. Mary Jane Schmelzle, Technical Information Project, University of California, Los Angeles

Topic #5 -- Interviewing the Patron from Industry

Leader: Miss Mary Schell, California State Library

3:00 Break

3:30 Summary Report by Leader or Recorder of each discussion Group - Mrs. Dalton presiding.

4:15 Conclusions and Summary

Mrs. Phyllis Dalton

4:30 Examine Exhibits.

S A N D I E G O W O R K S H O P

June 16, 1970

ATTENDANCE

Public Librarians	52
Special Librarians	7
College and University Librarians	8
Industry	2
TOTAL	69

WHAT IS SERVICE TO INDUSTRY BY LIBRARIES?

Phyllis I. Dalton

Assistant Librarian

The California State Library

June 16, 1970 - San Diego

Welcome to the Workshop on Library Service to Industry. We are delighted to be in San Diego. This is the first year that State Library Workshops have had a second season. In 1969 we held four throughout the State.

If you always thought that libraries just sit and wait for people to come to them prepare to change your mind - I would guess you have already made that change or you would not be here. Libraries are on the move. They refuse to be confined by their buildings and have taken to the community. Today we shall talk about their relationship to the industrial community visiting the industrial managers, researchers, executives; anticipating needs through lists of books, subjects or just a book or a non-book. There are all kinds of outreach programs and work with the industrial community can be outreach and such can be the case with service to industry.

This outreach service must be quality service. We dare not provide the mediocre. "Peanuts" fans may remember an incident in which Lucy asks Charlie Brown what he is reading. Charlie Brown answers "an adaptation of Sherlock Holmes" which he says is "not unlike drinking diluted root beer." Can we

provide really pertinent information? Can we save libraries from providing insipid material?

We know libraries are changing and we know that the more things change, the more they remain the same. The present emphasis on the point we are in a changing world is more valid today than ever before. Change is, however, never entirely new. Continuity and repetition are ever present. We learn from the past, from experience and comparing. We must, however, not be prisoners of status quo and tradition, of the past.

Throughout this workshop today I am confident that you will point up our belief in the future, you will look forward to making changes; that you will respond to the Challenge of Change - challenges that are largely the outgrowth of our present status and the foundations of the past.

I believe I shall give you questions to consider as you work today - I don't want definite answers. I just want you to have these answers in your subconscious.

1. It has been said that the decade of the 70's will be an impatient decade and there will be more action in the 70's than ever before. How can libraries develop programs to meet this action and impatience as it relates to service to industry?
2. In the 70's it appears that there is a greater desire to participate - people are more and more interested in what is going on. How can libraries identify these people as far as industry is concerned; how can you know their needs? How can you serve them with a program of mutual concern?

3. To serve a clientele requires more than just wanting it to happen. How can you make it happen with industry?

4. Innovation is the in thing. Status quo must go. But there is also the reaction to change. How can you serve industry responding to the innovative but not forget that there are those who support status quo?

5. We may talk about response to change but how can we be sure that we are making a proper response, or better, can we initiate change? We want to develop response to change - we must, but can we initiate it?

What does all this talk about change have to do with technology transfer? More than we can really realize as we have been accustomed to providing traditional library service and if we are fortunate the same to industry, but not truly a program of technology transfer or reaching out to provide it. This is new.

Change is nothing new really, but the tempo and complexity is greater than ever before. To serve should challenge and fascinate us as never before. Throughout the day we must make every effort to improve our service to industry. This must be our guide to our thoughts and actions for the day.

LIBRARY SERVICE TO INDUSTRY

PANEL

PHYLLIS DALTON: We have a panel of people who are librarians and someone from industry. You are going to participate as they talk, not vocally, but, you know, mentally and thoughtfully and you will have an opportunity to participate vocally later on. So as they are talking, if you don't agree with it or if you do agree with or you want to hear something more, make a note to yourself because you will have an opportunity either to agree, disagree or not. On the panel that we have today there will be a questioning of the librarians represented here by the, we usually say, man from industry, but you know what is happening about women nowadays -- we have equal rights I believe, so we have a woman here today who will be the woman from industry.

The panel members are Miss Margaret Queen, Supervising Librarian, Social Science Section, San Diego Public Library, who is the public librarian today. Then we have Mr. Keith Blair, Technical Information Specialist, Convair Division, General Dynamics, as the special librarian; we have Mrs. Mary Jane Schmelzle from the California State Library Technical Information Project who is based at the University of California, Los Angeles. We have Miss Barbara Begg, Reference Librarian, Science and Engineering Library, University of California,

San Diego. We have our woman from industry, Mrs. Julia Breninger, Manager of the Selected Information and Library Center, SILC, the manager of SILC. So I will disappear behand the podium temporarily, but you will see me again.

JULIA BRENINGER: Well, this morning I am going to put myself into the position of a requester and I am going to talk to the different librarians on my problems that I want solved at the moment and I will select the librarians, the ones that I think will have the answers to my questions. I would like to start with the public library this morning. Miss Queen, I am looking for some information on the wholesale price index on metallic products. What is the wholesale price index on metallic products back through the years?

MARGARET QUEEN: Yes, just a minute. We have a handbook of economic statistics which we keep right there by the phone because we answer many questions from it everyday. This does give the wholesale index on metal and metal products back to 1926 on down to the previous month of this year and it also breaks it down further by types of metal.

BRENINGER: Can I check that book out?

QUEEN: No, I'm sorry. This is a reference book, but you can come in and use it here. You may have information from this page copied by Coronastat and mailed to you for which you will reimburse us ten cents in postage stamps or you may have it xeroxed. However, you have to pay for it in advance if you have it xeroxed, unless you have a trust account.

BRENINGER: Well, how do I arrange for this trust account?

QUEEN: Some companies, particularly those that need to have a lot of material copied from the library, rather than running in every day and plunking down the dollar or whatever it costs to have it copied, establish a trust account of $50 or more and then they can call the library and have the material xeroxed and mailed to them without their having to come in for it.

BRENINGER: Oh fine, that sounds very good. Thank you very much Miss Queen. I have another question before I leave you. I have been looking for a particular article for quite some time and I can't seem to identify it anyplace. It is some sort of conference paper or presentation made to an electrical group meeting of the Institution of Electrical Communications Engineers. I have the title, the author, and a number on it, EC66-32. It is dated January, 1966. The title is Fundamentals of the Statistical Classifier and the author is Nagasawa, initial K. Can you help me with this? Do you have it or can you tell me what to do with it?

QUEEN: I would be very glad to check into this. I might say that I will probably step out of the role of Social Science Librarian and transfer the call to our Science and Industry section which has material on applied technology and engineering, but I also would probably say that it will take a little while and I will be glad to take your name and number and call you back since we can't tie up our phones too long, and if we are able to fund it we will be glad to locate and get it

for you on interlibrary loan and perhaps here our State Library may come in with some additional help. Also we would ask the patron to contact their college or university library in the area, but if they couldn't find anything locally we would try to get it on interlibrary loan.

BRENINGER: Then I want to address the UCSD Librarian. Perhaps if she cannot locate it, she may know of a source where it may be found.

BARBARA BEGG: It is possible that it may have been reprinted in something. We will check that for you and see, or if it hasn't, perhaps I can tell you whether or not there were conference proceedings. It is possible that there may be. It isn't in my notebook under the specific conference, but I will check and let you know.

BRENINGER: Does the California State Library offer any further service? Can you help me with this?

MARY JANE SCHMELZLE: The State Library provides a relatively new service which we call the California State Library Service to Industry. It may be something with which you are familiar. When the local public library or special libraries having been unable to provide this material or information through local resources, either the original library or the regional library serving as a resource center for the local area would refer their request to the California State Library Service to Industry designating it as a special request to the Service to Industry part of the State Library's overall service to libraries throughout the State. This would come to the State

Library by mail, telemeter or TWX depending on the facilities and urgency or the library originating the request. So while it is being transmitted, perhaps I can tell you a little more about the Service to Industry Program. At the State Library there is special staff - Mrs. Bourke, who is the librarian, whom you have met this morning, and her supporting staff who provides special handling of these requests originating from local libraries for service to industry patrons. This special service includes rush handling, which is of such importance when we are serving business and industry, perhaps more so than the leisure user of the library. I think it is a problem that we are all aware of when we must tell someone that we have to go outside the local area for the material that they are asking for. So to know that someone is taking this in hand and rushing around the State Library would seem to encourage them to feel that we are doing a great deal more than just a routine service for them. The appropriate information or material is selected at the State Library and sent to the Library which originated the request either as an interlibrary loan or as an information report by telemeter if that is what is needed. Various means of expediting transmissions of the material are available, and the library uses whichever is most appropriate, sending photocopy and sometimes by direct telephone call. Together with this service, the University of California at Los Angeles is cooperating with the State Library to further enrich the resources that are available in this way, so that if the State Library does not

find appropriate material there, they have a staff member at UCLA, and I am that librarian, who uses the UCLA Library resources to try to provide the information or material that is being asked for, from the specialized collections that are at UCLA. This means that UCLA is cooperating in this fashion to make their resources available through State Library Staff to libraries throughout the State, using UCLA's general interlibrary loan practices and policies. We, however, are able to expedite the service, again more quickly, because they receive this special handling that in our experience makes it more speedy than through regular interlibrary loan channels at the University. The staffing has made it possible for us to do more in-depth searching than more routine interlibrary loan requests can be provided with. Among the resources at UCLA that are of special importance are, of course, its public catalogs, of which I always speak well whenever I can because I think catalogs are so important and these days there is so much talk about curtailing costs of cataloging. I would like to point out the cost benefits of the public catalogs. We use UCLA's collections of journals, transactions and conferences of which we speak a great deal this morning, I am sure, and their technical reports collection. The Engineering and Mathematical Sciences Library has over six hundred thousand technical reports in various forms; microfiche, microfilm and hard copy. They are a depository for AEC, NASA, and Rand Corporation reports and the Israel Program for Scientific Information. All of these things are available through

this cooperative effort for us to use for the help of the patrons who have requested this again through their local library to start with. And from our search, in terms of the questions that Mrs. Breninger has offered her local library, by using the card catalog, I can tell you that we were able to find more quickly than it could have been found, I am sure, through the National Union Catalog or other sources that the Institute that is being asked about is actually the Research Institute of Electrical Communications at Tohoku University in Japan. The University's collection of science reports from this research institute reveal that the author is a member of the staff there, that the Institute itself publishes its proceedings and other papers in a journal in Japanese only. The University has the journal, but it does not include the paper that has been asked for. Additional papers from this institute are published in the Science Reports of the Research Institute at the University which the University here also has. These are in English and from this we are able to see that the author has cited in another article the paper that is referred to by the patron who has asked for it. This has not been published elsewhere. It is available only as a preprint of the proceedings of the meeting that the group held in January, 1966. Preprints may be ordered from the Tohoku University Institute librarian and we can supply his name and address. It is in this way that we have been able to contribute to the need that Mrs. Breninger has brought to her local library.

BRENINGER: Mrs. Schmelzle, if this had been a report or a document would it have been able to circulate?

SCHMELZLE: If it were in the library, we would follow the practices of the University which are that journals do not circulate and in this case we would provide photocopy up to a reasonable amount, and we construe this, as I guess everyone else does, to be about 20 pages. It depends on the format of the journal. Sometimes you get 40 pages if the exposure can be two sheets to an exposure.

BRENINGER: Well, I recognize that you could probably copy it for me, but let's say if it had been a document that had been several hundred pages long -- do documents circulate?

SCHMELZLE: Yes they do and the technical reports are available to borrow. If they are microfiche, most libraries would be able, I think, to provide a microprint reader or direct the patron to one for direct use of microcopy material.

BRENINGER: Thank you,Mrs. Schmelzle. Well, that was a long process going from one librarian to an information specialist and I am delighted that I found my article and my problems were solved. Now I would like to address the special librarian in the industrial library. Mr. Blair, has any work been done on the use of edible material for making boxes, cartons, and chassis?

BLAIR: Why in the world would somebody want ...

BRENINGER: I am interested in the structural element and if this material could be consumed in some way, we could reduce the waste and space and, of course, save a great deal of money.

BLAIR: Well, that happens to be one of the most interesting questions that was ever given me in my library career. Just like that... I almost fell out of my chair when the man asked me. In delving into the question he pointed out that he thought that it would be a tremendous thing in space travel if they could find some kind of material that would be edible and consumed on the voyage and that would do away with storage and weight in space so I wondered where in the world would you start looking for information like that ... would you look in the engineering literature to see if by some chance an engineer was working with food stuffs to see if it could be made into structural material or would you look in the food literature to see if somebody was, by chance, working with foods to see if he could make structural material out of food. Well, I checked John Berry's DDC abstracts and his indexes and NASA's indexes, Chemical Abstracts, Biological Abstracts, through our own quite formidable card catalog of subjects, and I was about stumped, when I finally went back to Applied Science and Technology Index. This was in 1958 and 1959. Really there must not have been a lot of research in this area, but lo and behold, a company in Los Angeles, North American, by the way -- one engineer had been working on this very problem. He was using cornmeal, ground oats, wheat mixed with different soluble materials to see if he could make a structural material for packaging for chassis and things like that. It was in a periodical article and it was just the beginning of work. Now, I would imagine today

if you make a similar search you would find probably more literature on the subject since tremendous advances have been made in space. But I thought it would be an interesting question for somebody especially if they are not familiar with the space field.

BRENINGER: We know that fibers strengthen structural materials. Maybe we should put a little bit of celery in too. Now I am going to approach the university library which has in its collection many conferences. Conference papers are a great problem to me so I would like to address Miss Begg of UCSD, Reference Librarian in Science and Engineering. Does UCSD have the 1961 Proceedings of the Fall Joint Computer Conference?

BEGG: Yes, we do have. Do you by any chance have our print-out which tells what the library holdings are?

BRENINGER: Yes, I have the print-out, but I have looked under "computer", under "conference", and under "proceedings" and I can't find it.

BEGG: Well, I must admit that that is a very confusing one since it has had many names. It was called the Fall, the Spring, the East Coast and the West Coast, however, we do have it listed. It is under Joint Computer Conference and we do happen to have the 1961 as well as quite a few others. We could check back for you.

BRENINGER: Can I get a copy from you? I have the page numbers.

BEGG: Yes, you can. We will do xerox copies for you and the bill can be sent to you, or if someone is in the library, we do have a pay photostat service, or you can send in an inter-library loan for that particular thing. It is a circulating

conference and it is possible to borrow it that way.

BRENINGER: Oh fine. I would like to give you a couple more.

BEGG: All right.

BRENINGER: How about the digest of the second Conference on the Applications of Simulation for 1968

BEGG: And do you have another too?

BRENINGER: And the other one is IBM, Los Angeles, Scientific Center, November, 1965.

BEGG: Is that the only information you have on that particular one?

BRENINGER: I'm sorry. That is all I have.

BEGG: Fine. Now if you will hold on just a minute and let me check. I will look in my list of conferences here to see what I can find. Yes, we should have that Conference on the Applications of Simulation. It is an I.E.E.E. publication and it did come after we started having a standing order with them.

BRENINGER: Would that have been under I.E.E.E.?

BEGG: No, that would have been carried under Conference on Applications of Simulation. However, that is only the second conference so it wouldn't be on our print-out yet. As yet, we don't seem to have received it over here, so if you will hold on a minute, I will check with our acquisitions people and see whether or not it has been received. I have an I.E.E.E. publication number which is how the serials acquisition people check it in. I found out that it had been received and that it had been sent off to our processing group.

I have requested processing put a rush on it, that I did have someone who is interested in seeing this material, and it will be sent to me on a rush basis. We should be getting that in a day or two. By the time you send me interlibrary forms for that, it should be here, or if there is a specific article you want, it can of course be photostated and billed. I am not sure what you would prefer in that case.

BRENINGER: Oh, that is wonderful. Conferences are such a problem to us and we draw a great deal from conferences. Do you have enough time to tell me a little bit about the differen conference reference tools?

BEGG: Yes, there are several and today I brought two with me. There is Interdok -- Directory of Published Proceedings. It is indexed by subject, location, sponsor, editor, and date. It covers conferences and meetings on a worldwide basis. It tells you the price, when it was published, where, the publisher and they even go so far in some cases as to give you the LC card number so you will know whether or not LC or someone else has established an entry for it. There is also another service called Proceedings in Print which is very similar to the others, giving the bibliographic information for ordering. That is for proceedings which have been published. Sometimes you may get information on whether or not a meeting was actually held. Occasionally, in this one they will tell you whether or not they are going to publish proceedings. The World List of Scientific Meetings which is no longer being published will provide information on older meetings.

World Meetings: United States and Canada and World Meetings: Outside United States and Canada are two publications which tell you what meetings are being held. This will at least give you someone to contact. Crowell, Collier and MacMillan, C.C.M. Information Corporation, is putting out three new publications, one of which is Current Index to Conference Papers in Engineering. This indexes by subject and author, the papers presented at conferences listed in World Meetings. It gives information on price, publisher and address.

I myself am keeping a list of the various conferences. This is done by rough subject heading. In other words, I went to my file on "simulation" and found that there was something on these conferences as I could have done for that Joint Computer Conference. I could have gone to my listing under computers and found a list of all the computer conferences that have been held in the fall and winter and the variations in the title and the subtitle and whether or not UCSD does happen to have that particular material.

BRENINGER: How long have you been keeping your conference list?

BEGG: Well, it started out as a by-product of the I.E.E.E. Transactions when I was making a checking record and I continued to add to it. I am afraid it is a non-ending job as I do keep adding bits of information. If you have any conference that you would like to have added, why I am glad to take any information from anybody about them.

On your other question, however, I am sorry there really isn't quite enough information on that IBM Conference to be able to identify it for you. Why don't I give you the name of the librarian and the address at IBM in Los Angeles and I think if you write to them, they will be able to identify it.

BRENINGER: I think that that would help me a great deal and I know that when I write directly to the librarian, sometimes I get a more prompt reply and a more specific reply. Thank you.

BEGG: You're welcome.

BRENINGER: Now I am ready to call the public librarian again. Miss Queen, what is the literacy rate in the Philipines, China, India and Japan?

QUEEN: The Statistical Abstracts of the United States does have a section on international statistics. Unfortunately for many of the foreign countries, it has "n.a." that is, Not Available. So I go to the card catalog, and I look up "literacy and illiteracy" and I do find a book called Illiteracy, A World Problem and it does give estimates. Frankly, for some countries you are never going to find a definite statistic, but I will be glad to give you the information that is in this book. However, this book itself refers to a UNESCO publication called Statistics of Illiteracy prepared for the World Congress of Ministers of Education and the Eradication of Illiteracy in 1965. Now checking our catalog we do not have that particular publication. It might be that it is held by other libraries in the area. I suggest that you call your

college or university library in case they might have that book. This book by Jeffries, Illiteracy, A World Problem, is a circulating book and is available for you to check out of the library.

BRENINGER: Oh, fine. This UNESCO publication -- is that something that the State Library could help us with?

SCHMELZLE: Yes, I am sure it is. If the SERRA Center to which San Diego Library would normally first relay its need beyond its own resources could not supply, then the State Library could be asked and among its collections are a substantial number of United Nations publications and I would be inclined to say that State Library would probably be able to lend this material directly to the library for the use of the patron who has asked for it. Again, if this were not so, they could ask the UCLA Library through our cooperative service, to lend this material if it were at UCLA. I think most of our experience with United Nations publications is that they are so numerous that nobody has all of them and it is one of the areas in which pooled resources are very valuable. Collecting is often done in specialized areas that fit the needs of the particular group and we need to go back and forth among one another to use them well, I think.

BRENINGER: Mr. Blair, is there a computer program on conversion tables for conversion from centigrade to Fahrenheit and from Fahrenheit to centigrade?

KEITH BLAIR: NASA publishes Computer Abstracts which lists computer programs. I guess to the layman they are rather expensive, but really when you think of the value of a program like that, it is probably an inexpensive venture for a library- they run around $400 or $300.

BRENINGER: I think programming rates for a programmer are about $10 or $15 an hour. So this cost can be justified. When you locate this program in the abstracts, how do you obtain it?

BLAIR: It gives you the source of the program, and the cost, and the address.

BRENINGER: I see. While I have you, I am looking for recent engineering salary surveys.

BLAIR: That is a commonly requested question at Convair over the years. The Engineering Joint Council publishes a survey and most of the societies publish a survey every so often. However, in the Business Periodical Index and the Applied Sciences and Technology Index and also Engineering Index they use that term and you can pick up your surveys.

BRENINGER: That's fine. How about if I am looking for comparison information on federal and private enterprise. Would the federal government have anything on that?

BLAIR: I would suggest the USGR DR Index and the Public Affairs Service Information Index. I would call the Public Library for something like this.

I want to make a point here. I am getting a few years in age now and it doesn't embarrass me to admit my

ignorance on a question. I think many people in library information sometimes are a little reluctant to admit that they don't know the answer to something ... or what a person is asking. I will be quick to tell you that it is no sin to admit your ignorance on something. To admit you don't know it. It will help them to give you their question a little more clearly. Also, there are other resources. There are other people you can call for information. Now in San Diego we have an organization that is an informal alliance, but it has received considerable publicity and notoriety throughout the state. That is our Associated Science Libraries of San Diego. For instance, Dalton Degitz at the Public Library will once in a while call me on a question that he hasn't been able to handle or I call him on some of the questions I can't find an answer, or Bud Carlson of the Naval Electronics Laboratory, or Julie, or any of the many libraries locally. We have a very close association among the State colleges, university libraries, the industrial libraries and the educational institutions here. So if I can't find an answer to something after a reasonable length of search I will try elsewhere. Sometimes there is no answer to the question. So that is another thing to bear in mind. You shouldn't spin your wheels in sand endlessly if you can't come up with the answer. Just go back to the person and tell them that you haven't been able to find the answer. That is just a word of wisdom to some of the younger people coming into this business.

BRENINGER: Well, I can well appreciate that. I always know when the librarian is throwing up flack. If they try very hard and even yet come back and say they have not found the answer ... sometimes no answer is very valuable, then I know that no one else has done it before. Miss Begg, we are back to the conference again. Do you have Global Effect on Environment? It is an AAAS symposium.

BEGG: Just a minute. Let me check. No, and it doesn't seem to be published yet. I did check that Directory of Published Proceedings and Proceedings in Print. Now the AAAS Publications are listed, but it doesn't seem to be included in the list that we got. I did find a reference to it in Science of December of 1968, so we know that something is going to happen. Unfortunately their publications are about two years behind. Since this conference was going to be of interest to us, I did write to the Society and asked them when they expected it to be published. I might add that to date I still have no answer. I did get a new list of their publications, but that didn't help. It wasn't on the list so my answer is "I am sorry, but it hasn't been published as yet. I do have a letter pending to them. If we do get it I will be glad to let you know about it."

BRENINGER: I have the author. I have the man who wrote the paper. How can I go about...can I find him?

BEGG: Well, let's see if we can. We will see if we can find out if possibly he has written something else. We may be able to locate where he is and give you his address and you

can write directly to him and get a copy of the paper itself. Now tell me what his name is so I can check for you.

BRENINGER: Thank you. I speak to the Public Library most frequently here and here is another one for the Public Library. A local company has asked me for information on the most recent federal civil service pay raise.

QUEEN: This is an example of the frustrations of time lags. The Science and Industry Section of the San Diego Public Library has a depository of government documents from the Federal and State governments and we know there was a federal pay raise. We have seen it in the paper and so forth. Unfortunately, those boxes do not come through from the Superintendents of Documents too fast. This is a question that both Science and Industry and Social Science worked on. SERRA Reference Center might have gotten into the act too. So since we can't go to the primary source, at least right now, we can't find a copy of the law, but we do find it is Public Law 91232. We find that by using the Congressional Index which we do have in the Social Science Section. This is a non-governmental publication and it does give us a clue as to what particular law we are looking for but it gives us only a digest, a brief idea of what it is about. As I said Science and Industry did not have a copy of this Public Law. However, by further searching we found that the Weekly Compilation of Presidential Documents for April 20, 1970 did have a copy of the pay scale for both Postal employees and for Civil

Service, and of course this can be copied and used for the patron. This cheats the frustration of not finding an answer. The frustration is when you know the answer is there, but you can't get it.

BRENINGER: Thank you Miss Queen. Mr. Blair, I am looking for the length of the airstrip runway on the islands of Fiji, Solomon, Wake and Johnston. Do you have these?

BLAIR: Well, I thought that that was going to be another problem long time search, however, the Interavia Aeronautical Directory happened to have those figures in it. All of those islands are listed.

BRENINGER: Oh, thank you. Then to the University Librarian, Miss Begg. Could you give me the address of the Nuclear Safety Research Association of Japan?

BEGG: Yes, let me check for you and see if we can find it? In checking for this I went through the World of Learning because there are some learned societies listed there. I went to the Guide of World Science, Volume 13, the one which is on Japan, which just lists their technical societies. I also looked under the Directory of Research Institutes and Laboratories in Japan which is put out by the Japan Society for the Promotion of Science. I looked in the World Nuclear Directory and several other sources, and unfortunately I couldn't come up with any address at all for them so I asked "Can you tell me where you got the information, or where you saw mention of this society?"

BRENINGER: Well, I found this reference in a conference on nuclear safety in Tokyo that was dated May of 1969.

BEGG: All right, let me check in the World Meetings: Outside USA and Canada and the World List of Future International Meetings and see if we can find something about that. No, I didn't find any reference to this at all. I really don't have a good suggestion for you, except possibly if you write to the American Nuclear Society here in the United States and I will give you their address. Perhaps they can tell you something about this conference. It is possible that since it is being sponsored by the Japanese Society that it may be considered to be a local conference and did not get picked up in any of the listings that we have though it does seem strange that I haven't been able to find an address in any of the sources I have looked at.

BRENINGER: Have you referred the question to the California State Library Service to Industry?

BEGG: What I might do for you would be to check with UCLA since we do have a tie line and ask if they have some information on this and it might be through them that they would get back to the California State Library Service to Industry. I don't know.

SCHMELZLE: I think in this case it is a matter of the practice of the university, is it not, to provide as much service as you can to the patron out of your resources using what staff time and know how is appropriate to borrowers and users outside of the university community itself, but it is our

experience that university and college libraries do not undertake to refer a question beyond their own resources for any patrons other than their faculty or students. They are on the other hand recipients of requests and referrals, but they do not undertake to carry the question elsewhere for off-campus patrons. Mrs. Breninger's questions could reach California State Library Service to Industry by going to the local public library or to your industrial firm library. I think a larger number of requests than we had anticipated come from special libraries in private industries and organizations who have found that this service is useful to them and available to enlarge their resources. I think it is understandable that this service is of particular significance in those areas which are not so well served by local libraries of various types as San Diego is. The resources available here are voluminous, in contrast to other areas in the State where companies have smaller libraries of their own or are very much more specialized. Very specialized libraries for their more intradisciplinary questions find it appropriate to depend on the State Library and the regional information libraries in their area to provide this rounded background of back-up resources. So in this case I think the service would be provided by approaching the public library or the firm library.

BEGG: I just thought of something -- I might have referred you back to the public library to see if they did have a telephone directory for Japan and there again that would put the question to them to go on from there.

QUEEN: They have the telephone directory if anybody can read Japanese. They also have an international telephone directory by subject.

BRENINGER: I understand that the public library is developing their collection of reading materials in various languages. How far down the list is Japanese?

QUEEN: I would hate to say. We are concentrating on our Spanish collection, of course. We have all of two circulating books in Japanese other than grammars and dictionaries.

BRENINGER: Miss Queen, what is the name and address of the American Ambassador to France?

QUEEN: This again is a question of -- there are plenty of sources in our Science Section through documents and our Social Science Section through duplicates of some of those documents such as the Congressional Directory. You can find it readily enough, but when you look up under the American Ambassador to France, you find the name Sargent Shriver, who has since resigned. So there is the problem of up-dating your records and material because almost every book is out of date as soon as it is published. By the time a book has been printed, has been ordered, has been cataloged, and you get it, names of professionals have been changed so the responsibility of our department is to check the newspaper every day, particularly now that the President's cabinet is undergoing changes, which we are furiously pencilling in. The Weekly Compilation of Presidential Documents is also routed to us from the Science Section and contains a list of presidential appointments, nominations, and those actually

confirmed by the Senate and we pencil in all of those.

BRENINGER: Well, that is most helpful. It gives me comfort. I would hate to address someone who is no longer in office.

QUEEN: Once in a while we do leave out a change.

BRENINGER: This also gives me assurance of spelling. Mr. Blair, I have always such interesting questions to ask you. What is the maximum size of flying insects at Cape Kennedy up to a height of 400 feet?

BLAIR: By the way, these questions have been given to this lady by the people who are supposed to answer them. This is another question that sets me aglow. I really didn't know why this man wanted this, but I thought if I got a little background information, it might help me answer it. This was in the early days of our missiles, of course, and the tracking at Cape Kennedy and it seemed that the tracking equipment was getting shorted by flying insects and they wanted to find out what the maximum size of these insects at 400 feet would be so they could use the widest screen possible for a filter. So with that background, I started scratching and as I pointed out earlier, sometimes there is no answer to the question and this turned out to be a question I couldn't answer. I checked with my local friends in the Associated Science Library group and I checked all the indexes that I could think of. I finally checked with our Agriculture Department here in California and they referred me to the Agriculture Department in Florida, and that is where I referred the engineer. He never did come back saying

that he did or did not get the answer so that might be one of the questions that I would have to say I never did find an answer to. I thought the background might be interesting. If anybody here knows the maximum size of insects at 400 feet at Cape Kennedy, I would like to know.

BRENINGER: Oh, then actually I was asking the question, the height that the insects would fly, not the height of the insect.

BLAIR: That was a poorly structured question, wasn't it?

BRENINGER: Well, I liked it the other way. Miss Begg, could you supply me with a paper presented at the 1970 Spring Meeting of the Western States Section of the Combustion Institute. It is by R. P. Wilson, Jr. and the title is "Observing Heterogeneous Combustion by Motion Picture Holography."

BEGG: No, we don't have those papers. However, R. P. Wilson, Jr. was at UCSD and if you will give me your number and let me call you back, I'll see if I can find out about these papers for you.

BRENINGER: Wonderful.

BEGG: Yes, I called him and he said that he turned all those papers in to a Professor R. W. Sawyer, Western States Combustion Institute, c/o Mechanical Engineering Department in Berkeley. Because we are also interested in these papers I have written to him about them and asked him about the availability and I've included your name and address in them too so you should receive a direct reply from him, telling you about these papers and about the conference.

BRENINGER: Oh, marvelous. Thank you.

BEGG: You're welcome.

BRENINGER: Miss Queen, what is the name and address of the Chairman of the Board of Hamady Brothers, Inc., in Flint, Michigan?

QUEEN: Just a minute. I have to check some of our directories Poor's Register of Corporations, Directors, and Executives gives this information. I just used this as an example of a very short answer question of which we get many as the day goes by in both our section and Science and Industry section which has the out of town telephone directories and Thomas' Register of Manufacturers. Our section has the commercial and business directories, such as the Poor's Register and Dun and Bradstreet directories. It is a little confusing working in a public library that is spread out over three floors and has five subject divisions. For directory information you can't go to any one place. Certain things will be available in our Art and Music Department, certain things in our History and World Affairs Section. Our Literature and Language Section has some religious directories, for instance, the Catholic Directory. For business men most of the directories will either be in our Social Science Section or our Science and Industry Section. You can call us and we will try to give the best answer we can. If we can't find it, we will transfer the answer to the Science and Industry Section. If neither one of us can come up with it right away, we will call our SERRA Reference Center and they will do a detailed

search again calling perhaps on outside agencies to try and find it. The majority of addresses are fairly simple to find, but there are some that give us more trouble.

BRENINGER: Thank you very much. Mr. Blair, what is the actual date of the first day of the 21st century?

BLAIR: That has probably been asked of everybody in the audience. I wonder how many of them know. Let me put it this way. At exactly what time or what minute does the 21st century begin? Does anybody know the answer to that? Bill?

WILLIAM EBNER: Midnight of December 31st of the year 2000. Actually the first day of the year 2001 is the first day of the next century.

BLAIR: Very good. Do you all agree with that? There was a heated debate on that in our company. I thought actually it was midnight of 1999. Most people, I believe, think ordinarily the 21st century starts with the year 2000, but I looked in all of the dictionaries and encyclopedias I could find. Finally I went to the second edition of Webster's and it was clearly pointed out in there that it is really the first day of the year 2001. Is that clear to everybody?

BRENINGER: Well, I am constantly frustrated by code names and numbers. I think I will try the university here. Miss Begg, I have a series of code report numbers. Can you help me? I have a series of reports with the code letters UCRL and a five digit number and others with the letters ORNOTM and COO and CTC. Can you identify these for me?

BEGG: Certainly, I will be happy to see what I can find for you. Most of the time I would go to the U. S. Government Research and Development Reports Index; however, these sounded to me like they were probably in the Nuclear Science Abstracts and that is where I went. Sure enough that is where all of them turned up except one which was COPDF67-55. When she had given me the information originally she had told me it was by McClellan on mace weapons. She wasn't sure of the title. It was October of 1967, so since the others were in NASA I tried to see if perhaps under McClellan or under mace weapons I might be able to find some information. I called back to explain to her. Since most of them except her very last one were in Nuclear Science Abstracts I found that all these reports were available through the Clearing House for Scientific and Technical Information. You can get these on microfiche for 65¢ or hardcopy for the most part for about $3.00. Also until January of 1970 the public library here was the depository for these items. It is possible you might be able to borrow from them, or if you want to buy them, then you can go directly to the Clearinghouse. Occasionally you will find that one of the other libraries in town,for instance Gulf Atomic, may have these reports. I believe they are not a full depository, but they do have some available. Now the one I wasn't able to identify was COPD. Do you think you could find out any more information, perhaps by asking the requester.

BRENINGER: Well, yes I have a little more information here. It is a CMA report 67-160 by W. M. McClellan, 1966.

BEGG: I wasn't able to identify this. I did recheck the NSA and the Government Research and Development Reports, but I still wasn't lucky in finding anything. I could find some things by McClellan -- not the same one so I had to tell her that we were sorry, but that we hadn't been able to identify this at all. However, in the meantime I did find out that it was an internal report from the University of California Radiation Lab and since it was an internal report, chances are that it was not available for distribution.

BRENINGER: Thank you. Miss Queen, do you know whether... if the public library has these reports, would I be able to borrow them?

QUEEN: Most government documents do not circulate unless they have a duplicate copy.

SCHMELZLE: May I add that the State Library collections of documents are available to borrow. I am not sure whether a library which has the documents, let's say the San Diego Public Library, but does not circulate them, may ask for a circulating copy from the State Library. The documents are available to borrow from the State Library, which is also developing its collection of holdings of those things available from the Clearinghouse for Scientific and Technical Information. And the reports listed in Nuclear Science Abstracts are at UCLA in its depository. This is the kind of thing that through this cooperative program we could offer to lend

from that depository collection to a library which has a need which hasn't been able to be filled from among these other resources.

QUEEN: I should have told you that the public library will loan the A.E.C. material.

BRENINGER: Mr. Blair, do you have any other sources that would provide information on this question?

BLAIR: Yes, the Rio Grande Chapter of the Special Libraries Association published a best seller several years ago. It is a correlation of report numbers by the code designation giving the source.

BEGG: I don't know whether a second edition has come out or not. I know they were working on it. But those particular reports I never did find and I don't know how she found out it was an internal report.

BLAIR: May I say another thing about special libraries since I am a member of the California Library Association and Special Libraries too. We have a local editor of a publication that many of you people might be interested in and that is the Special Libraries publication of scientific meetings. Marion Holliman, local librarian, is editor of that for the Special Libraries Association.

BRENINGER: Thank you. This completes my list of reference questions.

DALTON: Before we open it for all of your questions and I trust you have some, I am loaded with them, but I can't ask them, I would like to have the time for these people to ask

each other some questions so we will give them about 15 minutes unless they run out, to ask each other any questions they may have. Do you have any?

SCHMELZLE: I think we might all like to have Miss Begg's telephone number so that we could use her lists of conferences.

BEGG: I will say that they are available for use. I am still working on them and I will be happy to help you in any way I can. It is limited. It did start out as the I.E.E.E. conferences and any conferences in electronics. It has gone afield from that. It has gotten some aviation and aeronautical materials, as I come across them. My original starting point was a record of the IRE - IEEE - AIEE publications - especially the IRE transactions of the professional groups as to which transactions were published and how many, etc. for binding purposes. Several others have done this. However, I have added to this a list of which of these transactions were on a special subject or were the proceedings of conferences. From this I started making lists of conferences. In other words, I know that a specific conference has been published in one of their transactions. That information is being added on to the conference lists now. As I said it is limited -- I am adding. If you have information and you want to send it to me that is fine. I will be happy to add it. This way I am getting a picture of the various conferences and can tell you whether or not they ever existed and whether perhaps they didn't ever print anything until a certain date.

There are several of them that have dual numbering. One of the famous ones is one on reliability which has changed its name at least three or four times. Now the various ones are called Annals of the Assurance Society, Vol. 1, No. 1 which is the -- I'll probably guess the wrong one -- one used to be the old National Symposium on Reliability and the other one was just Symposium on Reliability. It used to be Symposium on Reliability and Maintainability. The two were distinct, separate things. I think I finally straightened out what they are, so if you need any information on them I do have the complete picture at last.

DALTON: As a user, or as you see other people using the library, do you see anything in library service that might be frustrating to the library user? I would like to ask this question of all of these people. After all, all of us are library users at one time or another.

BRENINGER: I think, of course, that I have some immunity in approaching librarians for information. At least I know their jargon, their vocabulary. But the professional man does not and he is ashamed, or he feels that he should be ashamed that he doesn't know. So rather than to try to draw us out in our vocabulary and ask "What does this mean?" he will go away in frustration. By the same token I think sometimes we feel that we should know more of the technical aspects than he feels we should know, but we are reluctant to draw him out on what he is looking for because we don't want to reflect our ignorance as Keith mentioned. This is no

insult to an individual whatsoever. It is more of an insult to pretend something that you don't know. So I think the differences in vocabulary between the two disciplines is probably one of the greatest problems of today's time. I might take this particular time to tell you of a little dialogue that we have developed in our business that has been most helpful. When a man comes to us and he poses a question, we explain to him that we would like to ask him a series of questions that will help us do a better job. We start with No. 1, "What does your company do? What is your company's product?" We use an example so that he doesn't think that we are perhaps a little impertinent. For instance, a company dealing in composite materials is looking for information on composite materials used in bridges. But there is a wealth of information on composite bridges which is a structural technique. If we had not asked that question, we would have given him a great deal of material on structural techniques rather than the material. And so he says "We are developers of composite materials." So then we know our answer must relate to his product. Then after finding out what the company makes, we ask him "What is your particular assignment? What is your job description? What is the project that you are working on?" "Well, I am developing a new material." Then we ask him "What is your particular assignment? Are you perhaps an electrical engineer assigned to the manufacturing department?" So if we find that he is working on a subject outside of his discipline,

we realize that some things that might seem rather elementary for a professional person, are necessary for him to make this transition. If he is a senior man who has had a great deal of experience in his field and if the question is in his field, he will want advanced material. Then we ask him the key question of all "What are you going to do with it when you get the information?" This gives you a great insight and once he understands that you are asking this for your own information, to better aid him, he will usually tell you. Then you say, "All right, I will search for a half hour or an hour. Then I will come back to you because what I find in the literature will then enable me to come back and ask intelligent questions. I will be able to discard and select more intelligently." It has helped us a great deal in doing business with researchers.

DALTON: Very good. One thing I have noticed as we discussed-- quite often we couldn't check out materials. Is there any way that we can overcome this or is this natural for life to be this way, that we will tell the people from industry that we will make a xerox copy and it will cost them... or that they can't have the material because it can't circulate. I realize that this is reference work and I am asking the question because each library will probably do it differently. Do you have any comments on availability or access to material?

BEGG: I would say the material, if it is available, is available to be seen as far as UCSD is concerned. There is a service for the non-university community, where they can have

a courtesy card or become a "friend of the library". I think that is the correct terminology. Then they are able to borrow circulating material. (However, even faculty and staff have only overnight loan on periodicals.) That is true most places. Periodicals are not available on loan, so we do offer xerox service. We do have a coin operated copier in the library so that copies can be made. We aren't denying them the use of it. It is just that they aren't allowed to take it out. Some of our conferences are available. We do a lot of work with interlibrary loan through their own company library and we do have people who just come in and want to browse and others who use the material which you have gotten out for them.

BRENINGER: There is a very small thing that I would like to comment on at this particular time. If the professional person can be told of all the things that he may do prior to the things that he may not do, he will be happier. Many turn away unhappily when they are first told "You cannot take this out. You will have to go look it up in the catalog." This is very upsetting. It is preferable to say "You may do thus and so because we cannot do thus and so."

BEGG: I will comment that we will, if the book is out, recall it if we do have a borrower available. Some places do not do this, but we feel that this is fair, that everybody should be able to use the material and that it should be available. We will recall it if it has been out over the time and somebody does want to see it.

SCHMELZLE: Journals do circulate at the State Library and they are loaned in preference to sending photocopy. I think this sometimes has other advantages for patrons who then can see related material on the same subject, or a full issue of a journal in which they may have a continuing professional interest that would justify, or vice versa, their decision to subscribe. But the State Library does lend where it can, and does provide photocopy service where it cannot, in the sense that there is great demand for a journal because some material has been referred to on a popular bibliography. We have this experience at the State Library with several monthly short bibliographies representative of current material, that we prepare and send to many libraries. When these libraries don't have the material to which they refer, the demand becomes heavy and the State Library will then supply copies in lieu of circulating the journals. But there are many journals that circulate regularly.

BEGG: One other comment--that most of our books are available for loan, but we have one time when we may refuse somebody and that is when the books are on reserve for a class. That limit we do have and I think it is understandable.

DALTON: Two things you have referred to and Keith talked about one of them somewhat, but I wonder if he would expand on it for some of us who are not overly familiar with it and that is the Associated Libraries of San Diego. Isn't there a directory that you have now of some sort, that would be helpful to everybody? I think I have used it as an example

for others...that it would be nice for others to do the same.

BLAIR: There are two publications that local San Diegans have that may be of interest to you. I have talked about the Associated Science Libraries. It started out several years ago. Just a group of us got together with this problem when one of the local politicians asked, "Why don't we have a scientific center established in San Diego?" The thought occurred to us that we really do have, with the close cooperation of the several libraries in San Diego. Of course, it now has expanded and the University has come with its magnitude. The State colleges have expanded tremendously and small industry has come to San Diego in great quantity. So with the combined figures of the local scientific type libraries we do have formidable figures to present. It doesn't get updated too often. I think a year ago we made a phone survey to up-date the figures. But a publication that does come out every year is a directory of all the libraries in San Diego, public, college, education and industry. I really don't know how many are listed in there, but it is a fine directory and comes out every year. It is published by the Education Department of San Diego. Copies are available now from - I can't remember now - if Edna Zebold is in the County or the City Library system, but anyway Edna Zebold is the one who sees that it gets published each year. It contains the ALA Interlibrary Loan Code. Locally we have several information specialists that you can call who will refer you to a library that would probably have the information

you needed. Now this is part of the Communication/Education Resources Project that started in San Diego. It is a movement to up-date the technology in the schools. As you know, there is a tremendous amount of new technology being developed in industry and the university that doesn't get down to the high school or the junior high school level. Because the technical information that the latest book printed contains is ten years out of date, the local people came up with this idea of having a high-powered group of cross-correlated interests from industry, education, and the military and seeing if they couldn't up-date the information to the schools. So they set up task forces. They have one in zoology. Industry has donated many hours of time and photographs and they have built a kit for zoology. Another kit was made to provide information on outer space. One of the first was a library task group, and of course an off-shoot of that was this library directory. If she had a talented student who wanted recent information or broader information on a technical subject the school librarian could look in the directory for specialists in that subject and would then refer the student to a local librarian who would probably have the information the student needed. Arrangements could even be made for the student to go to that library to study. So I think your interest really would be the San Diego Library Directory that is published each year. The Associated Science Libraries listed about 19 libraries, but it isn't published every year. It has just been a loose federation of local libraries.

DALTON: As I say, I have used it in other areas, in fact, just over in the Black Gold area, the other day to show ... well, my statement always is, and I can't make it in San Diego...that I would guess that no one in any one area knows all the libraries in that area or knows the resources of them. Just knowing the resources of the library is one way of tapping the resources as far as accessability and availability. Another group that has been alluded to, but has not been described is the SERRA Reference Center. I don't know whether Barbara Anderson, who has been coordinating all of this effort on the local level here to get this workshop going, is here and will tell us about SERRA. Barbara, would you like to ... this is impromptu. This wasn't planned.

BARBARA ANDERSON: The SERRA System corresponds to the Metropolitan, Black Gold and other systems up north and it includes as of July 1st all of the public libraries in the San Diego County and as of July 1st also we will have a Universal Library card so that anyone who is anyplace in the County can borrow from any other library. We feel as though this is one of the very strong points. The SERRA System includes the reference center at the San Diego Public Library which does in-depth searching for each of the libraries. We extend our services to Imperial Valley under a special project to enrich their collection and introduce them to the idea of improved and expanded library service which is beginning and is going rather well.

DALTON: There is a topic that has been mentioned several times that we should talk about. I noticed Mary Jane, you used a word that I am not familiar with. You talked about a "telemeter". Didn't you say "teletype" or "telemeter"?

SCHMELZLE: I said "telemeter". Perhaps my terminology may be antique.

DALTON: I don't know.

SCHMELZLE: I guess I really should ask you what are those machines they have at the State Library? TWX and teletype?

DALTON: Well, I was working on communications yesterday with the telephone company and they said that even within the telephone company they use the words wrong. The whole group are interchangeable, but I thought the telemeter is the teletype. I don't know. But anyway, it is a way of communi-dating from here to there with a written message. I was interested too in all of those beautiful notebooks on conferences. Is there such a thing as their being published?

BEGG: Well, yes, I have thought about it and I am not quite sure where to start...where to begin. I have had several people ask about it and I really haven't ... well, I would really like to do something with them. The trouble is that they will never be completely complete. I think the thing to do is just start out with what I have in format and see who would be willing to publish them and go from there.... perhaps up-date them as it goes along. I am not sure. I hadn't thought that far ahead except to decide that I would really like to do something because I think other people have

the same problem. Maybe I ought to be forced into doing something with them. I thought this was going to be useful just for myself -- it has been, but other people have been using it too. As I said, it is not completely comprehensive, but at least it is a starting point. I would like to do something with it.

DALTON: You mentioned a computer print-out. You had a computer print-out. Could you tell us a little bit about that? I have seen it in the beginning, but not recently.

BEGG: All of the UCSD periodicals and some of the serials have been computerized and put on a print-out which tells what the holdings are, what library they are in, and gives volume numbers and dates, so we have some idea what is currently available. It is done by our University and each of the branches has one of their own. Science and Engineering has a print-out of their own available for patrons, as does Bio-Med. It gives the call number, among other things, and whether the current issues are kept in a different place in the stacks than the rest of the material. As I said, it does include some conferences, but usually conferences don't get on if the name is changed several times or if it is only the first or second conference. I think we usually wait until it has been held at least three or four times. That may be somethat subject to change. We also have this information in the card catalog and have cross references from older to newer titles or changes in titles. I believe the master list is available for sale. I had better refer that to Mr. Vdovin

I don't know what on the local level some of the others are. We occasionally have given industry copies of our older print-outs so if you are dealing strictly with the Science and Engineering Library then you know what our holdings are and you can check on the print-out to see whether or not we get that title. They're supposedly updated once a month, then they are updated daily and cumulated weekly so we do have at our fingertips, right at our circulation desk, information on what we have received so we know whether the journals are there. It is a means of going back too and claiming what is missing. I think probably by now most of the industries do have copies of ours, don't they, George? Pretty much so.

GEORGE VDOVIN: The print-out becomes obsolete when we receive a new one as far as we are concerned, so we have been sending out the older ones to anyone on request or application. We are not adding at a very rapid rate so that a print-out that is four or five months old is still very useful. I can't answer the question of the sale of the master print-out. Branch libraries have control over their own lists.

BEGG: Supposedly, we have been having computer problems so branch library lists haven't been updated quite that recently unfortunately. The "all university" one is now updated five times a year. The main library is moving into a new building in July and I imagine that we will probably be off schedule.

DALTON: About translation, suppose someone does ask for translations -- do you have people on your staff or are there other ways of getting translation?

QUEEN: We really don't have much in the way of translation service available. There are a few people on the staff who have a background in Spanish, occasionally in other languages. We feel that we have neither the staff nor the time. Our problem is, of course, the rate at which questions come in, so I think that I would probably refer it to the SERRA Reference Center or send them to the State College or other resources.

DALTON: So you would have places to refer them even though not to people.

QUEEN: The literature section did have a very small and very informal file of 3" x 5" cards listing people who had offered to translate. They would call, for example, and say, "I am a native of Hungary and I would like to help people with Hungarian."

DALTON: Now is the time that you all can ask questions. I just have one request and that is for the purpose of recording that you give your name and your library. If you will just do that, you can ask questions of anyone except me. I am the moderator.

CONSTANCE McCOLM - State Library: Mrs. Breninger, I have two questions, I think. One of them is, would you tell us a little bit about the information service which you are in charge of -- how it might serve libraries? The other one is a reverse question going back to some of the possible problem areas you might get in using libraries. Do you find any sense of confusion in knowing to which library to turn for

what when you have so many librarians to ask questions of here?

BRENINGER: Well, I will take the last question first. As far as confusion on who to turn to, there are, of course, several libraries in the area that would certainly overlap. We do have a standardized procedure that we try very hard not to burden any particular group such as General Dynamics, Convair, because it is the largest specialized library in the area and you think, "Oh, this is a special question that he may be able to help me with." But, after all, this isn't fair to always go to this kind of person. So we try to use good judgment. We use the computer print-outs. We have the serials list of all available libraries and we do our own search. This goes back to your first question. One of the things that we say is we are also a benefit to those from whom we borrow because we are developing answers to questions that they may also encounter and because we, being librarians, do our own search work. In other words, we bring a question in its proper format to the libarry and talk the librarian lingo, if you will. But as far as confusion as to who to go to, not so, just because we use the reference tools, and if all else fails you call everybody. Then as to tell you about SILC. I am delighted to be given the opportunity. SILC was founded three years ago as a commercial library service to serve primarily the small industrial firm without a company library, and in some instances, we have served large industrial firms with large library collections, such as the

Aerojet General Corporation. They have found that, although they have a very good staff and very good collection, there are certain things that they like to approach through us so that they can apply these outside charges to reference projects. This is a very important aspect when you have overhead charges which libraries usually fall into. By picking up this overhead directly, they can be reimbursed for it. So even though the library is very large and well supported they would still come to us, especially if they are working outside of their field. A company which has worked a great deal in space vehicles and which suddenly becomes interested in air pollution and some of the biological aspects, sometimes does not have a collection in these subjects. They will come to us as a complimentary service. But to outline basically, and I will try to be brief, we do the primary library functions. We have four kinds of service. We do the technical literature search. We have staff engineers and librarians so that we are covering both sides, the technology and how to do the search. We try to go beyond what the libraries would be able to do. In other words, if the man needs an oscillator that is within a certain cross range and within a certain frequency range we take it right on down to the fine point and find him that oscillator which he is looking for. And, of course, we do the same to the state of the art survey too. We do library material acquisitions. We have an individual who is looking for a piece of literature which he can't find or he wants us to handle all of his information

for him. We identify, locate and obtain anything published now or which has been in print within his time limitation. Now if a man needs a very difficult item within three hours, his cost of course is going to be much greater and he is going to have to be able to justify to his management the cost. But our pledge is to locate, identify, and obtain any given piece of information and deliver it to the man within his time limitation. The third service that we do is a current awareness service. This is free so anybody who wants to be on the distribution list today can just leave his name now or at a later date. We publish two abstract sheets; one is technical and the other is business. A little later this year there will be a medical one. The concept behind this is a short abstract sheet that can come across a man's desk and can be read briefly. There are lots and lots of abstracts today, but they are voluminous and the man looks at this thick volume and he says, "Oh, I will get to that later" and he never does. It is supposed to be broad. The criteria for the abstracts that appear on the sheet are that they must have depth, they must have subject interest to our clients, they must be supported by bibliographic data. Things of value, things that give a summary so that the man can see and stay abreast without really feeling that he is staying abreast. We send these to the industrial client and anything that is listed we will obtain for them too. But the abstract sheet itself is free of charge. It costs us $700 a week to publish, but our charges come only if and when he finds

something that he would like to obtain. We feel that it is better for you to pay when you really want something than to maintain something that he really does not want. Of course, it keeps us on our toes too. And then the fourth thing that we do is an information retrieval system. 80% of technical people keep their little files in their drawers or in their file cabinets, or at home in the garage if their wives don't throw them out. They have these file systems because they feel that libraries don't serve their particular specialized needs. So we have developed a system of deep indexing with very strong vocabulary control and we index the man's file for him.

DALTON: Speaking about the file in the garage, it is the reverse for us. Our files are in the garage, but we unfortunately have a Great Dane which we put in the garage and she refiles all of our material. Do you have other questions that you would like to ask?

BOURKE: I would like to ask Miss Begg if she could bring out why conference proceedings are so important and why there are so many requests for them. What is their value to the person asking for them?

BEGG: Usually they are after a specific subject that has been discussed at this conference. These conferences are cited very frequently in the literature and usually the conference is held on a specific subject. People go to learn information more current than what is in books. Sometimes it is available in pre-print form. Sometimes this isn't so.

Then you have to wait until a conference comes out. If you heard it at the conference, you may want to go back and check this particular thing. At one time, a lot of these things used to be in periodical literature, in the journals themselves. The tendency now is to print proceedings themselves. So it is more current than material in books. It may be on so limited a subject that no particular journal would cover that particular field since it is so specialized. And we have also found as far as publishing is concerned very many of the technical societies have such a great backlog that one way of getting things printed is to print the conference per se.

SCHMELZLE: Isn't it related in part to the fact too that it has become the custom to present very new research at a conference and there is a certain professional practice involved in that some of the very latest things come out at conferences because someone wants to go to the conference and make a sensation. The conference is very often the vehicle for something especially new.

EBNER: Let me present a general question to the panel. Teledyne Ryan Technical Library seldom calls on local libraries for assistance -- particularly for reference work. I have no idea of the extent that other aerospace libraries make use of public or institutional libraries, but I am sure that this usage is significant. My question relates to the current slowdown of activity in the aerospace industry. Are the public and institutional libraries receiving more requests

for assistance from industry now that most industry libraries have experienced a sharp drop in personnel? And secondly, if you are getting more queries from industry now, do you think this level will be maintained after the aerospace industry has moved into a better economic posture? In other words, assuming that the answer to the first question is affirmative, can public and institutional library resources replace industry personnel?

SCHMELZLE: I would be inclined to say that when we talk about it on a statewide level, as our experience is in the State Library and this cooperative program, that it varies a great deal and there are certain areas where it is as you describe and we are asked to do things that might have been done within the compamy -- in house I guess one says. On the other hand, we are in large part serving industries and businesses of various kinds which have never had that kind of service of their own. I don't think we can tell exactly how much we would be depended upon. I think we would have to ask you what you might think about that. If you found that you were now going to use these resources as a matter of necessity, but if you had a choice and were later able to restore services within your own organization that you might have had to cut back, would you prefer, and for what reasons, to expand your own, or would you be satisfied to depend on other sources?

EBNER: I thought maybe people here from institutional libraries could tell me what their experience has been, but

maybe it is too early to know what the effect of the industry slowdown has been.

DALTON: Does anyone have a comment on that? I think that that is a very pertinent question right now. Maybe too soon, but does anyone in the area have a comment?

BLAIR: Well, that is a very good point. I think in my own experience our library budget the last few years has been reduced and right now I necessarily have to call other libraries for information that at one time I had current on my shelves. As Bill Ebner pointed out, we are going to be forced to utilize the services of other libraries.

SCHMELZLE: Does this service you perform suffer from having to go through these outside agencies? Or does it really make that much of a difference, let's say, to have it in your own domain and presumably more quickly?

BLAIR: Well, yes. There is a slowdown of information and filing the information where before it would be instantaneous and people could serve themselves, now it is all being funneled through one person. There is double time delay, for the one person to answer many more problems and to go to a source and get the answer back.

SCHMELZLE: Keith, when you say that they served themselves, do you mean that the patron in your company came in and used the library directly without much help?

BLAIR: They often wanted the latest handbook on the subject and I would help him find the handbook and he could get his information at once.

SCHMELZLE: And he would use it in this way? The patrons actually used it -- did their own work?

BRENINGER: As a businessman I would like to make a comment here. Business is always going to look to see how they can get the job done at the lowest possible price and if that job continues to be accomplished and make profit without having to spend extra funds that is the way it is going to stay. And the day that they can no longer get the job done in the old way and if what is needed is an increase in library service then they will increase the library service. Of course, if they swing from aerospace into the commercial products, are they going to be able to find information they need in a different manner or at a cheaper price? So we are certainly in a state of change today with the kinds of information, and the sources of information, and the kind of people we use for information, changing. But the whole key as to what management is going to do is attached to price. It is very difficult for librarians to see that sometimes, but they have to recognize that if management understands what the cost is on the outside or the cost is on the inside and we have to alert them to examine the cost because they don't know what they are paying. In other words, Keith knows what the handbook costs. He can put a dollar price on how much it costs him to buy the handbook, how much it costs him to catalog it, and how much the service of an individual to help the man find it costs. Then by the same token if he has to go to an outside source, what kind of person at what

salary finds the book for him? And if the information he is looking for is pulled out of it, all right this is a $7.00 an hour person and they are giving it to a man who might have spent $15.00 an hour to $30.00 an hour of his time to extrapolate the information. Management is always looking and when costs are hidden, well then you can defeat yourself. But librarians are frequently not aware of the true costs of alternative ways of obtaining information. To survive you have got to make these costs known and make the comparisons for management.

BEGG: I think the situation here is where are the other libraries that are going to help out located? I saw some of those at Drexel in Philadelphia when G.E. shut down. The main plant of G.E. is right across from Drexel. So perhaps their shutdown was not quite as bad because they could come right across the street and get the material. The University of Pennsylvania was across another street and the Franklin Institute was about nine or ten blocks away. So you had the nucleus right there in the center for them to go to. If you have a little more distance to go then perhaps that aspect too might be considered.

SCHMELZLE: Certainly some libraries such as the university libraries which must build a strong extensive collection are beginning to look in a more interested fashion at library cooperation, and the area in which they justify the cost of those things in their collection, which may be used relatively infrequently, but have a very great patron need outside. By

making them available through these kinds of interrelated cooperative services that we have talked about or by the direct access that a patron has to the material in the library when he comes in, makes a more realistic justification for the increasing costs of so many of the things that are necessary in a research library today, for example some of the more costly means that there are now for bibliographic control.

DALTON: I know that it has always been true that libraries duplicate, duplicate and duplicate so if we can complement rather than duplicate we will be that much farther ahead. What other questions do you have? We still have five minutes.

CYNTHIA SCHICK - Stromberg Datagraphics, Inc.: Getting back to the reference problem question, I have a difficult reference question and I don't know if you can solve it in five minutes. But I will take the five minutes and tell the audience first of all what my problem is. Then I will ask someone on the panel to help me. Our patent counsel asked me to find out if a J. R. Robinson has written anything at all in 1967. And so I said, "Well, what field is he in?""I don't know." "Do you know what area he is in, where does he live?" "I don't know anything else about him. I have to be in court at 10:00 and this is a very important case. Whether he has written something in 1967 or not is going to sway the whole thing." I said, "Well, then I have two hours to work on it." "Yes, and it is very important." So I used the facilities that I had there. I checked the Electronics Index under

author. I used Who's Who in the Computer Field because this is the area that our company is in. I also used Who's Who in Science and Engineering, and the I.E.E.E. Membership Directory as well as our indexes to government reports and government documents. I had also been told that he may have published something in Engineering Design News. I could not find a listing for Engineering Design News or for any variation of that title in the periodical listings. I looked at all the 1967 issues of Electronic News and Electronic Design that I have very quickly because there isn't an index to this type of thing by author. I have thoroughly combed my library and I can't find anything on J.R. Robinson. He doesn't seem to exist. This means a lot of money and I have to find out whether or not J.R. Robinson exists, whether he has written anything, whether he has published anything in something that sounds like Engineering Design News and that is all the information I have. Where else can I look? I have to be very sure.

BLAIR: Well, that is a problem. I would think that there are over two thousand J.R. Robinson's in the country. To find out which J.R. Robinson this man wants if he can't tell you what subject it is is a problem of large proportions. The best I could do for you would be to check ...

DALTON: I think I am going to save you by the bell, Keith. It is time for our lunch break and so you can work this out. I would like to introduce Art Murray, the San Diego County Librarian. If he hadn't ... I hate to use the word nag... sort of reminded me now and then about a workshop, we may have had it and we may not. Art, I know many people know you.

Reports from Discussion Groups

#1 - Role of the Reference Librarian

Barbara Keyser - Scripps Institution of Oceanography, UCSD.

The discussion was opened with a suggestion that we define the role of the reference librarian as opposed to the information specialist, if indeed there was any difference. We decided that the reference librarian was concerned mainly with directing people to sources of information, while the information specialist gives the information itself. Of course, there are gradations, but this is what we thought most people understood the difference was. The public library tries within limitations to be a reference specialist, but lack of time necessarily leads to curtailment of these services. This led to a discussion of the great need for more information networks like INFO and SCAN in L.A. and BARC in San Francisco and other large information centers.

We discussed how much time should be spent on information questions. There is a need to try to determine the type of requester, whether he is a businessman or a man in industry who needs information quickly or whether it is a school child who is having to do his homework that night. There is some difficulty in assessing this problem.

The need for public relations in order to inform business and industry of the advantages to be gained through library service was brought out. This was felt to be a start in gaining much needed monetary backing for these information centers and the library. The special libraries in

industry are functioning for their own use, but if they could be sold on the obvious advantage of pooling resources this would be a step toward improved service. This would in no way interfere with the planning of a special library within the industry or business. The special librarian would channel requests couched in library terms for any information that his own resources could not supply. It was suggested that a list of retired librarians who could do literature searches on call might be a good answer. This might be kept in the public library or other libraries to call on for special needs. Perhaps a State Library information specialist like the one at UCLA could, with more funding, be placed in other large libraries to retrieve information without using the personnel of the library which has a primary mission. The question of whether the presently operating regional centers should be paid for from local or from State or Federal funds was discussed. Sometimes local public libraries won't relinquish their autonomy to support these centers. Most of the information centers have been in operation too short a time to be able to give a good assessment of how valuable they are. Our major conclusion was that business and industry would find it really profitable to support information centers while not supplanting their own special librarian for information retrieval in terms of industry special needs.

#2 - 'It has been said: "The common goal of reference work is actively to anticipate informational needs and to respond to requests for information by providing direct answers to questions and by identifying and supplying regardless of their form or location, those sources most suited to the user's requirements."'

IS THIS OUR GOAL TODAY?

William Ebner - Ryan Aeronautical Company

Let me read the question: 'It has been said: "The common goal of reference work is actively to anticipate informational needs and to respond to requests for information by providing direct answers to questions and by identifying and supplying regardless of their form or location, those sources most suited to the user's requirements."' Is this our goal today? I will pinpoint this. Is the common goal of reference work to actively anticipate information needs and respond to requests? This is what we defined it as being. Has the work of the reference librarian changed in recent years? Because it was a difficult question, we decided to set some parameters around the question. So, in defining reference work we stated that we considered reference work to consist of research, that is, finding an answer to a specific question and identifying documents that apply to that question. Reference work also includes referral, that is, finding out what firm or what library may have the document or the technical information needed to answer that question. We also decided to confine our discussion to developments of the last fifty years of library use, that is, during the last major technological revolution immediately

before World War II and since. We decided that there have been no major changes in the goals of the reference librarian. The work that they do includes finding answers to questions asked of them and anticipating questions that may be given to them so that they can have a sufficiently large data base to work on. We did, however, find that there are different levels of reference work, different complexities in reference work, in the various types of libraries. We defined the three types of libraries for the purpose of our question as being public libraries, institutional libraries, such as universities, and lastly industry libraries.

In breaking our question down to see how the various libraries meet this question, we decided that the public library generally has to cover a broad spectrum of subject areas, and therefore in any one subject area their collection won't have the depth that the collection of an institution or an industrial library would have. They must be able to meet a broader spectrum of questions and consequently their staff may not have the technical capabilities of working in very narrowly defined subject areas.

Most institutions and colleges in responding to curriculum needs tend to have a narrower, but deeper, data base.

The industrial libraries have a very narrow data base and generally the people who work in these are more specialized in their subject areas. An electronics library will generally have people who always work on electronics subjects and may even be trained in electronics.

Now the next point in our discussion has to do with anticipating questions by providing an appropriate data base. There are quite diverse means of doing that. Some of the public librarians in our group said that generally the department heads select what books go into their data base. It is quite difficult for the public librarian to anticipate what business developments will occur in the community. In the institutions the data base is generally based on the curriculum of the university and also the interests of the faculty. And lastly, in the industrial library it is not too difficult to anticipate what you are going to do. All companies generally have a product line and generally stick to this because this is their best field of endeavor. Also, the librarian can get information on what will be needed from the ongoing contracts, proposals, and marketing information. Now in my particular library we subscribe to DMS, Frost and Sullivan and other marketing documents that are very comprehensive and tell you exactly where the government is going to spend money next year, whether it is going to be on radar, reconnaisance or airframes. If the marketing people can anticipate where the money is going to be spent naturally they are going to try to get into that market. In the industrial area I have found it very practical and reliable to use a library advisory committee. This is a group of people, who are experienced in their field, who meet once a month and make recommendations to me as to what books we should put on the shelf. They might even anticipate long

range programs. They may predict a technological breakthrough in a given area. So it is not too difficult for me in an industrial library to anticipate the needs and get the information on the shelf so long as the company is willing to fund it.

We came to the conclusion that the common goals of reference work have not changed in recent years. We, as librarians, are supposed to answer questions that are brought to us with the fastest means possible and we do this by anticipating these informational needs.

#3 - Publicity and Public Relations

Marilyn Roberts - Whittaker Corporation

Well, the first thing we thought we had better do was to decide who is going to be responsible for the publicity and public relations in the libraries. We thought that the professional staff should be primarily responsible for it, but that a requirement for the ability to do this kind of work should also be met. The personnel on the public desk who are greeting the people are very important.

There were several different ideas on methods of publicizing library services. One method was to set up programs for serving groups which would give them information about the library and what it can do for industry. Box advertisements giving, for example,current information on a subject of interest to business can be put in local newspapers regularly. One of the libraries sends out short abstracts from business journals once a month. The Small Business Administration gives courses for new businessmen in the San Diego Public Library every three months and the library services are naturally described. Public service announcements on television and radio may be used. Current awareness notices to specific people were recommended. The What's New notes from the State Library are an example of this. These can be used in the library or they can be sent out on an individual basis to businesses in the area so they can see the kind of information that is available. Somebody asked then, "What if the material is not in the collection?" If somebody comes in and asks you for it, are you going to say "We don't have it" or are you going to try to

find the information for them. The group decided that the librarian should try to get it for them because in many cases the library can get information that individuals cannot. It is important also for the requester to know that you will handle his request in confidence. We must also consider our attitude toward students. Students are eventually going to be in business and industry themselves and if they learn that they can get the information they need as students, they will be more likely to return as adults.

When building library collections in the areas of business and industry, the librarian should find out what is available to the businessmen through their own companies and build around their collection. The librarian should find out what they have and what they really want and use this contact to build good public relations.

A publicity program should be carried out on a regular basis. The library should follow through planned programs but avoid overselling and promising performance which cannot be carried out. The entire staff must cooperate in a good public relations program.

#4 - Information Analysis Centers

Constance McColm - California State Library

We have had a very technical subject. We had some people in the group who knew all about the subject. The rest of us didn't know anything.about the subject. Beteeen these two groups we came out quite well, we thought.

Mary Jane showed us all the Directory of Information Analysis Centers. The Clearinghouse for Scientific and Technical Information has just published a new edition with the document number PB189-300. This lists government information analysis centers, but we learned in our discussion group that there are private ones too. So then, those of us who didn't know what an information analysis center is found out. We did have some introduction in the earlier speakers' talks, but we came up with additional information.

Three possible situations were described. There may be lots of information available on a subject, but there are very few people who have the knowledge to put it together in a particular approach to that subject. Then, the opposite of that is that there is no information on the subject and the information analysis center can tell the person where research is bei ng done on the subject, if it is being done on the subject, or provide the information that there is no research being done on the subject. The third alternative is that there is little information that relates directly to the subject, but what there is needs to be pulled together into usable form.

We were fortunate to have with us Mr. Breninger who, with his wife, has had experience in their information service with the use of these centers. Does the person who comes in to your library really need to go to an information analysis center or not? The first step is to find out through a research process what information the person really wants. The second step is to do enough research in the bibliographic field to get a feeling for the subject and what you may expect to find. Your problem is then either solved because you have found publications in the search process that meet the need and you have them in your library or can get them through interlibrary cooperation. Or you have found out that you have a real problem for which he might want to go to an information analysis center. The inquiring person has learned enough during this process to find out himself what he really wants. He can then use the time of the analysis center to best advantage.

We came to the conclusion that the public library is the one with the biggest job here. Two of our public library members suggested that the people who come into the public libraries aren't familiar with the bibliographic tools. Their subject problems are possibly just as complex as those of a researcher in a special library. The public librarians go through the reference books and the bibliographies with the person and help them to find out their real problem. The person who goes into the special library or the academic library already frequently knows how to use a library

before they start, and the function of the librarian is not as important. The librarian should not only give the help in the initial stages, but also encourage him to come back and ask further questions and go on with this process. Mr. Breninger said that at their firm, on the average, in two hours of working with someone during bibliographic research with both the librarian and the person participating, they would reach the point where either the person knew enough about the subject and his problem was already solved or had found that the knowledge is available and they would have to go out to get it. In the largest number of cases the person's problem would already be solved. We felt that interlibrary cooperation is important in this but that this referral to such a center should occur only after a search of the resources of their own library had supplied enough bibliographic information to narrow the person's problem sufficiently so that they could proceed further, either by getting material on interlibrary loan, or otherwise by referring them to an information analysis center.

Mary Jane Schmelzle referred us to a very good article published in Special Libraries, 1966 by Murdoch. The Batelle Institute is a very good example of such a center which is supported by funds from government and private sources. Information analysis centers feel that they do much more than just storing information and retrieving it, that they actually do something to information that requires expertise before they give it back to the researcher.

#5 - Interviewing the Patron from Industry.

Margaret Heinecke - San Diego County Library

In interviewing the patron from industry it is most important to find out exactly what the patron wants, to attempt to find out how he is going to use the information, and to be as specific as possible in narrowing these questions down. Very frequently a person who comes in to the library will ask a question in the broadest terms, when he really wants information on a specific aspect of that subject. Narrowing the question in this way makes getting the information quick and direct. The librarian must be tactful, have a businesslike manner, a professional attitude, and, above all, patience despite some workloads.

The other topic discussed was the extent to which the librarian should assist the patron. It was decided to take a very positive approach, that the librarian can and will help the patron. The first thing to do is to search the local resources to find out what is available and if material is not available at the local level, then to use the information network for referral. Very frequently we receive very difficult technical questions and it was suggested that attempts should not be made to answer the specific questions, but to steer the person to the source of information. The industry and the technical questions are often posed by people who come from a highly sophisticated industry. These people are very articulate and they are usually familiar with the abstracts and indexes and can find their own

information. On the other hand, the self-employed person or one of the hobbyist types will require more assistance in using the bibliographies and indexes. When it is necessary to refer such questions to another library, the question should be worded in the terms that were used by the requester, but with the added information brought out in the interview.

CONCLUSION AND SUMMARY

Phyllis I. Dalton

The 1969 California Library Association Pre-conference Public Relations Workshop pointed up some ideas that we have developed here today. John Robling, Vice President, Encyclopedia Britannica, pointed out at that workshop that librarians cannot any longer enjoy "happy isolation" but rather they must do good and then tell about it. We must first do good in library service to industry and then tell about it.

Communications are most important - the development of a language that will tell the people of industry what we are doing and what we have to offer. We must know what is wanted and be able to provide it. I heard <u>communications</u> today. Virginia Matthews, Deputy Director of National Library Weeks said that communications must be two way - listening as well as telling - learning as well as informing. It is a process of involving. Interlibrary cooperation is most important also - - no library can stand alone - no group - no type. Interlibrary interdependency is a necessity. The serving of the user is our end product - he does not care where we get the answer.

Some of the words I heard today were: <u>Speed</u> - no one can really wait for an answer - the man from industry must have the answer <u>now</u>. <u>Communications</u> - I heard every kind of communications mentioned - telephone, car pools, friendships, directories. <u>Resources</u> - card catalogs are resources and I heard that

they do have cost benefits. Then there is that wonderful notebook that the University of California at San Diego Library has prepared on conference proceedings. The Library Advisory Committee is a resource as well as many other people are resources. Referrals - to the Chamber of Commerce, perhaps - never stop! Keith Blair reminded us that we must never hesitate to admit ignorance in the quest for providing reliable information to the user. The word network appeared in the conversation often today. The interview - we learned that this is an art and that a book could be written about it. We learned too that an orientation to the library for the man of industry would help solve the interview problem. Cooperation - this is essential even before cut backs in funding and an absolute necessity with the present cut backs. Attitudes are vital to the success of providing library service to industry. One word that I heard that perhaps we should think about is librarian lingo - should we have it? Is it a necessity? We must be sure not to turn people off by its use. I was most pleased to hear the accent on the positive - tell the user the positive first.

Access and availability - I think it most important that we examine now and again our non-circulating materials policy. We should ask ourselves - "Is it really necessary to keep these materials in the library at all times?" Will you think about this? The word that I heard most often today was information - perhaps we are talking about more than information; perhaps we are talking about information transfer - transferring all information to those that need the information. How far do we need

to go behind the question asked to provide reliable information as the answer? Public relations and publicity are needed - this came out in report after report or within the discussions. Public relations and publicity are broad and they involve everyone in the library and all programs. Good service makes for good public relations. Students do grow up and do remember their library experiences as students. Be sure to use all types of publicity and all media.

Regional Centers - What is their place in providing service to industry and what is their effectiveness? Most of these centers have been in operation a very short time so it is not possible to really determine their overall effectiveness but the prognosis is good. You found today that there is no major change in common goals of reference work but there are different levels of service and complexities as we move from one type of library to another. Information analysis centers - we know that both public and private centers exist, and what they do. Perhaps we all need to read further about these centers. It sounds as if these centers are friends of libraries and not rivals.

We are dealing with a practical situation in providing library service to industry --we are not just talking. The needs of the industrial community are here and now - it is a now situation. Access is a most valuable word - the fact that a publication is listed in the card catalog or on a computer print-out means nothing unless the man from industry has it now - the "now" being translated into "when he needs it." Technology

transfer signifies action - these are not just words. Are we ready really to act or do we just wish to meet, discuss, and plan? I think we are ready for action. What action?

1. The library to which the inquirer turns perhaps should take on the role not only of the first contact for industry but should coordinate the informational facilities until the question is answered. The role is an active one.
2. Liaison should be established so that the men of industry will relate to the library.
3. The collection must be developed to meet the needs.
4. The staff must be trained to meet the need both in attitudes and technical abilities.
5. The service must be personalized, flexible and service oriented for the user.
6. Again, public information must acquaint the industrial community with the value of the library to industry.

These are some of the thoughts that I hope you will take from this workshop. All can't be done in one workshop nor two or three. We must continue to learn, to work, to act - only in that way will we be able to institute a program of technology transfer - information transfer. The object of any information system that we develop is to aid the flow of information by aiding the user in his information acquisition process. We must bridge the information gap between the user of the information and the system which serves him. The user of the

information must seek high quality information; the information system must actively provide high quality information. We must make the needed technology and information transfer. Thank you all for coming. It was so good to have all of you here.

SAN LEANDRO WORKSHOP June 19, 1970

P R O G R A M

WORKSHOPS ON LIBRARY SERVICE TO INDUSTRY

Sponsored by the

California State Library

June 19, 1970

San Leandro Community Library Center

300 Estudillo Avenue

San Leandro, California

9:00 Coffee and registration

9:30 Opening of Workshop

Welcoming remarks -- Mrs. Phyllis Dalton

Introduction of Panel Members -- Mrs. Phyllis Dalton

Panelists:

Mr. R. H. Horning, Independent Consultant, Physics International Company.

Miss Jeannette Glynn, Librarian, Alameda County Library, Information Center for Business and Government.

Mrs. Alyce L. Mackin, Librarian, FIMAC Division of Varian.

Mrs. Marion Bourke, California State Library.

Mr. David Zaehringer, Head of Readers Services and Reference Division, Stanford University.

9:45 - 10:45 Panel on Library Service to Industry

10:45 - 11:00 Discussion between Panelists

Moderator, Mrs. Dalton

11:00 - 11:25 Discussion and Questions from the floor

Moderator, Mrs. Dalton

11:25 Announcement concerning luncheon (Printed list of restaurants in the vicinity and map included in the packet distributed to attendees at the Registration Desk.)

11:30 Lunch and Examine Exhibits

1:00 Introduction of speaker by Mrs. Phyllis Dalton

Speaker:

John Berry, Liaison Officer
Western Region, Defense Documentation Center,
Cameron Station, Alexandria, Virginia.

Thanking of speaker

Mrs. Phyllis Dalton

2:00 Announcement of discussion groups

Five discussion groups meeting simultaneously on five different topics. Each person has been assigned to a discussion group. Locations will be posted or can be announced. Each participant's discussion group number will be marked on his name card.

Topic #1 -- Role of the Reference Librarian.

Leader: Mr. Fugene Pike, California State Library

Topic #2 -- Is This Our Goal Today?

Leader: Miss Marilyn Johnson, Supervisor, Information Service, Shell Development Company

Topic #3 -- Publicity/Public Relations

Leader: Mr. Edward Plummer, Business Librarian, Fresno County Free Library.

Topic #4 -- Information Analysis Centers

Leader: Mrs. Mary Jane Schmelzle, Technical Information Project, University of California, Los Angeles.

Topic #5 -- Interviewing the Patron from Industry

Leader: Miss Mary Schell, California State Library

3:00 Break

3:30 Summary Report by Leader or Recorder of each Discussion Group - Mrs. Dalton presiding.

4:15 Conclusions and Summary

Mrs. Phyllis Dalton

4:30 Examine Exhibits

S A N L E A N D R O W O R K S H O P

June 19, 1970

ATTENDANCE

Public Librarians	68
Special Librarians	16
College and University Librarians	8
Industry	1
TOTAL	93

HOW DO WE REACH INDUSTRY?

Phyllis I. Dalton
Assistant Librarian
The California State Library

June 19, 1970 - San Leandro

Welcome to the Workshop on Library Service to Industry. As you remember, we held four workshops in 1969 but none in San Leandro - so this year in 1970 here we are with, we hope, really up-to-date information. It was because of Mr. Steve Ewing that we are here because he pointed out that none of our four workshops was in the East Bay. We shall talk about many things today - among them technology transfer. We might take this thought as our text "What is the art of library service in our age of technology?" We might also say, "What is beauty; what is <u>good</u> philosophically in this age of technology?" We read that "a new partnership of art and technology may be with--in reach. Building a beautiful and satisfying environment is not a problem of esthetics alone, but of science and applied technology - not to mention politics, economics, and educated public opinion." Not only the scientist is involved. The artis today needs to belong to the world of architecture and to city planning - to all of our environment. So technology is not necsssarily a cold or sterile word.

Now to the transfer of technology - is this technology transfer a common happening? I think not. In fact, I would

guess it is a rare happening. Are people of industry aware of technology transfer, of libraries as sources of information? I am not sure, but again, I would guess not - often the most obvious source is most frequently overlooked. Recently I read that, while the dictionary is one of the most important tools in communication and information, it is one of the most obsolete items in the office collection. A recent survey showed that only 8 percent of the desks in more than 100 offices had up-to-date dictionaries. Keeping up-to-date is not easy because technology and information is fast moving.

But how do we add industry to our present library users and do we really want to? I would guess that in most libraries the men and women of industry are hopefully only "potential" users, those who may not be using the library at the present time but who will. I say hopefully because I fear some are not even potential users. These people are educated readers and some of the busiest people. They buy their own books and get others to do their research. The Friends of the Rochester Public Library in New York recognized this potential and initiated a new project which they called "Operation Bulls-Eye". This program provides an outreach program to these busy, well-educated people.

I might ask several questions about your library in its service to industry now - I hope you are giving that service - you don't need to answer the questions now - just keep them in your subconscious during the meeting.

1. Are you friendly and outgoing in your library?
2. Do your regulations make sense and are they made adaptable to people from industry?

3. Do you take the initiative to provide library service industry?

4. Do you ever seek advice from the people of industry?

5, What kind of mental picture, impression, idea, conception, in other words, image does your library have with people of industry? Is it positive - carrying a strong conception of purpose and service and friendliness.

6. Does industry know of library services available?

I don't know how you have answered these questions in your mind. But I do know that libraries can lose out if they are not alert to the challenge of technological transfer. Libraries must be focal points for information and service to industry. But you must provide good and timely service to industry in its critical and emerging areas of concern. Service is the key - public relations without service becomes useless.

One day is not enough to consider all this. We can only touch the most important subject of service to industry and of technology transfer. We need to move from library service to industry as it is now, to library service to industry as it may be. We need to move from now to then.

LIBRARY SERVICE TO INDUSTRY

PANEL

PHYLLIS DALTON: We have today a panel of people who are librarians and we have also a man from industry. They will discuss among themselves after the presentation and you can participate, but silently, you know, mental participation. Think about the questions you want to ask. After the man from industry has asked his questions and maybe has his answers and maybe not, the panel will discuss among themselves and the last twenty-five minutes you will have a chance.

So I want to introduce the people today. We are very lucky to have Mr. R. H. Horning as our man from industry, an independent consultant with Physics International Company; Miss Jeannette Glynn, Branch Librarian, Alameda County Library, Information Center for Business and Government; Mrs. Alyce Mackin, Librarian, EIMAC Division of Varian; Mr. David Zaehringer, Head of Reference Service and Reference Division, Stanford,University; and Mrs. Marion Bourke of the California State Library who is Head of California State Library Service to Industry. I will turn the meeting over to them and they will discuss library service to industry.

R. H. HORNING: My company is happy to have me here today. They are interested in pollution or antipollution, whichever you might choose to call it. It is part of the perspective

of being a corporate citizen to recognize national problems in the corporate economic sense. Our problem is to determine whether or not our technology has any application in this field. We will start with the library services. At this point I think I'd be ungracious if I didn't express appreciation of the good services that Miss Glynn and her library have rendered from time to time. We have a good working relationship and we have received many, many benefits from her library.

My company is interested in the antipollution field and it is a puzzle because there are so many ramifications to it. First of all, we would like to know what kind of pollution problems there are.

JEANNETTE GLYNN: Well, at this point we will check our book catalog under the heading of pollution and see what we come up with. We turned up several volumes, Stewart's Not So Rich As You Think and Perry's Our Polluted World. We go through these and we find that there are basically three kinds of pollution: First, air, which includes smoke, smog, carbon dioxide and radioactive wastes; second, land, which includes garbage, junk, litter, agricultural refuse and mineral refuse; and third, which includes sewage and factory effluents. Other sources are noise and thermal pollution. Is this enough to start with?

HORNING: Probably more than enough. Is there a way you can attack the relative importance of these various types of pollution as they might relate to a product business opportunity?

GLYNN: Well, let's check the Business Periodical Index and see what we can find. To begin with, we check the heading, pollution. The Magazine of Wall Street has an article which estimates that controlling pollution and cleaning up residues will cost three hundred billion dollars between now and the end of the century. This article also gives a breakdown of cost for clean water, how much for municipal treatment works, for sanitary sewer construction, industrial works, etc. Is this the kind of material you need?

HORNING: Exactly.

GLYNN: The Conference Board Record also gives a statistical breakdown of the current pollution control capital expenditures. We check the Funk and Scott Index and Predicasts. In the front of the Predicast's volume is a list of special studies they put out. One of the studies is Industrial Markets for Air Pollution Equipment. It was published in 1969 and it is based on a major survey taken in 1968. It discusses the industry structure and the impact of government action, analyzes air pollution equipment expenditures by industry. There is one problem. It costs $250.00 and the library will not loan it to everybody so borrowing it may be something of a problem, but we can at least try.

HORNING: That represents a pretty good size current business opportunity. Are there companies in the field now? Could you tell us the companies in the field?

GLYNN: Again, the Business Periodicals Index turns up an article in Business Week which lists some companies active

in the antipollution field, gives stock prices, which part of the antipollution field they are in, and percent of their sales in antipollution. However, it warns the stock investor against overenthusiastic investment because laws have loopholes and enforcement agencies rarely are adequately staffed to enforce what laws there are. The Funk and Scott Index also has some information on this question.

HORNING: On the subject of laws, do you have a way of finding out what laws are on the books that would influence our interests and a way to keep track of them?

GLYNN: We have something called the Clean Air and Water News which gives the highlights of what is going on at the federal and state level, but actually this library doesn't have really much on that particular subject. However, there is a five volume service put out by the Bureau of National Affairs that the Kaiser Legal Library has. This library is not open to the public, but librarians may sometimes make arrangements to use it. The first volume has State Water Pollution Laws, the second, Federal Water Pollution Laws, the third, Air Pollution Federal Laws, the fourth, Air Pollution State Laws and the fifth volume is on Current Developments. We'll try to locate it for you. We will call the Air Pollution Control Board and if they don't have it, then we will try the State Library.

HORNING: What are the government sponsored research projects that are in the works now? Have you any way of getting at that?

GLYNN: Well, again the Clean Air and Water News gives the highlights. We did turn up a Water Resources Research Catalog which lists over five thousand such projects that the government is involved in. We don't have this publication. However, we are a member of the East Bay Cooperative Library System. One of the other members of the cooperative -- Contra Costa County has a much more extensive document collection than we do. We will call them to see if they have it. If they do and it is circulating, they will lend it to us. If for some reason it is out or not available to us and you need it right away, we will get in touch with the State Library. The Monthly Catalog lists some studies, some of which we have. The Urban Affair Reporter gives some information including who have received research grants for work in this field. One of the very highly regarded sources of information for all government research is this U. S. Government Research and Development Reports which covers many things. The Atomic Energy Commission, the Department of Defense, NASA. Most of these studies are available for $3.00 in paper or on microfiche for 65¢.

HORNING: Here's a local thing. Has there been any sun and wind study in relation to agriculture and landscaping for the Livermore-Pleasanton Valley?

GLYNN: Well, we will check our holdings. We don't find anything so we will call the climatologist in San Francisco. He reports that there is no measured data for rain or sun in this area and he believes that wind would be localized

in small sectors with wide differences in the Valley. He refers us to the Department of Agriculture Soil Conservation Service in Oakland. They have no such study, but the person we talked to remembered that a report had been made of the Valley about ten years ago. This report was done by the Public Health Service in Berkeley. So we called the Public Health Service. We talked with Gordon Bell who said that, "No, the report was of the Central Valley." However, Mr. Bell has just completed a meteorological study of the Livermore-Pleasanton Valley and it may answer most of your questions. He is sending us a copy.

HORNING: Another area which I think would be very important is the methods used for testing plastics and rubber products and that kind of material in regard to aging in air pollution conditions.

GLYNN: We have the ASTM publications, but if we don't find enough there I would refer your questions to the State Library.

BOURKE: We have a complete collection of the USA Standards Institute Standards. We also have collections of the Federal and Military standards and specifications, as well as an index for the NASA specifications. On a question of this kind we would not only check these, but we would also check the Plastics section of the Engineering Index, the Applied Science and Technology Index and the Engineering Index.

In this case we found the most useful material was in the ASTM standards which you have already done. There was some other material in one of the standards published by the USA Standards Institute. The State Library Service has its own document and book collection, but it also has the facilities of the University of California at Los Angeles to depend on, and we have a California State Librarian, Mrs. Schmelzle, who works at UCLA and uses their collection. On this kind of question she might work on at least part of the question. We could lend books and documents, or give xerox copies of the requested material to the borrowing library. We also lend periodicals. Our loan policy is very liberal, so most reference books go out as well.

HORNING: There is a particular problem with European information with conversion from centigrade to Fahrenheit. Is there a computer program on conversion tables?

BOURKE: This is where our government document collection is useful. I found in answer to this question that the National Aeronautics and Space Administration puts out an index called the Computer Program Abstracts which listed just such a computer program. It is called Conversion Tables in Fortran IV for the IBM 7090/7094. This index and abstract lists the availability of this program as well as price. Computer programs are very costly items, so the ordinary library wouldn't buy these usually. This particular one ran about $275.00. However, for the industry person who is asking for this, this is actually a bargain because

to buy a program that is already made up, if it fits his needs, will be less costly than hiring a programmer to prepare a particular program. The index to U.S. Government Research and Development Reports might also list such a program. We have copies of the Computer Program Abstracts and U.S. Government Research and Development Reports and its index in the display which you can look at. These are quite inexpensive and I think are very well worth while for any library to have.

HORNING: Well, what about the special library? What sort of books do you have on air pollution?

MACKIN: Well, you know we are a very small library. We only have five thousand books and about ten thousand reports and we take 125 magazines. And this is really going to test me and our collection and how much ingenuity I have We just have a few old books on air pollution and they are in the collection here under #HD7264. You take a look and see if there is anything you can use.

HONRING: Well, they are pretty old. I am interested in material published since 1960 and preferably since 1965, particularly material on electrostatic precipitators. A company by the name of Research Cottrell has done some reports, some of the outstanding research work done in this field. I would also like some pictoral material in some of your magazines on this subject.

MACKIN: I see you are going to take the Stern on Air Pollution which is a first edition. I will search through

all the Environmental Science and Technology magazines that I have and Contamination Control. They are the only ones I have on this subject. I did find some pictures that were of value and I will run some copies for you to put in your files. Then I checked the Subject Guide to BIP and found a book by H. J. White titled Industrial Electrostatic Precipitation which I think will be just about what you want. I know SRI has done work in this area so I will call and see if they have the book by White. Are you awfully anxious to get it?

HORNING: Yes.

MACKIN: I'll telephone and make arrangements with them for you to borrow it directly from SRI. Later we did purchase the book because it was so pertinent. I checked through various of the government research report indexes, but couldn't find a darn thing by Research Cottrell, so I guess they didn't have a government contract on electrostatic precipitators.

HORNING: In Stern's reference to air ions there is a report that I would like to have from the University of Minnesota. Can it be obtained?

MACKIN: Well, we will give it a whirl. I can send an interlibrary loan directly to the University of Minnesota because it would be difficult to get from any but a local source, and within two weeks we had the report and I ran a copy for our files. The title is Generator for Producing High Concentrations of Small Ions. And also I borrowed

from the State Library the second edition of Stern's Air Pollution because it is far newer. However, when the new edition came, it proved far less valuable than the first edition because it had practically nothing on air ions.

BOURKE: I would like to say at this point that the State Library does try to have very recent materials and get new editions especially on business and applied technology.

MACKIN: Another one of the areas for research of current projects is symposia and so because of the currency of need here, I used the Interdok - Directory of Published Proceedings and I found in there two items which I requested from the State Library for the engineer. One was called International Clean Air Congress held in London, October, 1966 which is published in two volumes and the second one was called International Conference on Ionization of the Air held in Philadelphia in 1961 and sponsored by the American Institute of Medical Climatology. Now both of these I ordered from the California State Library Service to Industry, but they were reordered by the State Library and came from UCLA. With no effort on my part at all, they just came in the mail from Los Angeles.

BOURKE: We telephone our requests from the State Library to UCLA if we can't provide them from the collection at the State Library. They have an excellent collection and we are very fortunate to be able to use it.

HORNING: These conferences are just great. I hadn't come across the American Institute of Medical Climatology before.

MACKIN: Well, the Gale Research Directory of Associations located the Institute in Philadelphia and it has only 86 members so it is not surprising that you don't know it. The Director's name is I. H. Kornblueh and the engineer telephoned Phildelphia and had a long talk with Directory Kornblueh. And out of this telephone conversation a demand was made for two books: one entitled Bach - Ions for Breathing which was borrowed from the State Library and the second was an Italian published item published by Roberto Gualtierotti entitled Aeroiontherapy, but this book could be purchased directly from the Medical Climatology Institute. I also borrowed from the State Library two HEW Public Health Service publications from the 999 AP series. As a depository library, I knew that they would have it. A search through the monthly catalog turned up a book Air Pollution Bibliography, 1966-68, which was purchased directly from Government Printing Office. This is another source of further ordering.

HORNING: I need some more books on ionization. Can you get hold of a book Ionization and Breakdown in Gases?

MACKIN: Yes. It is right here in our catalog, right on our shelf.

HORNING: I need another book by Gordon Francis, Ionization in Gases.

MACKIN: We don't have it. I will try the State Library and here again we received the book from UCLA. I searched through World Meetings in U.S. and Canada and found that

there was to be a local air pollution meeting in San Francisco and the engineer was very happy; attended the meeting and made further contacts with individuals in the field. Continued contact with individuals in the field at this point in new research was most valuable to him. Continued dialogue with my patron led from air pollution to electrostatic precipitators to air ionization, the last especially as it is related to health aspects including asthma. The term bioclimatology could be a source of such material. Exact terminology is too important to this type of searching. I also searched through Applied Science and Technology Index within the dates 1960-70 and turned up several journal articles which were borrowed from local special libraries by use of the Union List of Serials in the San Francisco Bay Area. Engineering Index gleaned several more citations which were duly acquired. The greatest source of reference however, was found in the book purchased from the Medical Climatology Institute titled Aeroiontherapy. There were articles by A. I. Krueger on biological effects of gaseous ions. U.C. Medical Library, San Franicsco, in cooperation with UCLA Biomedical Library were most gracious and sent copies of all the articles requested. My patron then made a telephone contact with Professor Krueger who is on the UC-Berkeley staff and drove to Berkeley for a conference on the project. A continuing search of current literature and various index sources located other materials such as the American Chemical Society's paperback titled Cleaning Our

Environment issued to members and this was acquired. Further search for government reports led to acquisition of a Wright Air Development Report on Effects of Ionized Air on Behavior and an article from Aerospace Medicine on Human Tolerance for Ozone was borrowed locally. Through my engineer's trip to Berkeley and his talking with Professor Krueger, he discovered a book in Russian which my engineer asked us to acquire in translation. This was requested from the National Translation Center at the John Crerar Library, Chicago, and we received the translated version of the book by Chezhevskii, A. L. on Aeroionification. The major part of the book had been translated and was available on microfilm at a nominal price. In tracing the history of this project, which covered a continuing search from January and is still going on, we find that the first request was for air pollution which was then immediately broken down to electrostatic precipitators. At this point in time the precipitator project has been assigned to another engineer and the original requester has become interested in air ionization. Our engineer did not know what he wanted exactly until he got into the literature, and then with the knowledge of the company's capabilities, he wanted to study the air ionization project in depth. As Chief Engineer, his task is to direct the company into new products and diversification. The key which unlocked the door for him was the loan via State Library through UCLA Medical Library of the Symposium sponsored by the American Institute of Medical Climatology. Through this book, he

made the direct contacts with authorities in the field which were invaluable to his project.

HORNING: Dave, pursuing this train of thought, how would we get a handle on the potential industries which would provide a market for his products?

ZAEHRINGER: Identifying the potential market for a new product is a standard question in a library like ours, and I have discovered a new -- at least new to me -- tool, namely the input-output chart. Not that the input-output chart hasn't existed for a long time, but only recently has it become sophisticated enough to be widely useful. Let me emphasize that the input-output chart would be useful primarily for the marketing of a product to industry; I don't mean that you couldn't make an input-output chart that wouldn't be useful for marketing directly to the consumer, but the ones that are now available would, for the most part, be of use in identifying the industries that would provide a market for a product. The input-output charts published use U.S. Government data, primarily from the Census Bureau and much of it otherwise un-published, related to the years in which censuses of business and manufacturers are taken: '58, '63 and eventually, I suppose, '67. The input-putput chart that the government has published as a result of the '63 census is the most sophisticated one published thus far and really the first one which is useful as a working reference tool for librarians, as against something for study by economists. It has just

been published by the U.S. Office of Business Economics, and is titled Input-Output Structure of the U. S. Economy: 1963. It is in three volumes and gives breakdowns for 370 industries, which means that you can really hope to find out something significant about the industrial market structure in 1963. The input-output chart is basically a very simple thing. It looks in format very much like the distance chart you see in an atlas. In the up and down columns the industries are listed as consumers; in the crosswise rows the same industries are listed as producers. Thus, by reading across the first row, which happens to be "Livestock and livestock products", you would find that almost $5 billion of the industry's product is used within the industry itself, $1.8 billion is used by producers of "Other agricultural products" and "Forestry and fishery products" uses $117 million of livestock products. In this way you can, for a given industry, get a very clear picture of the other industries that it can hope to sell to: basically, the industries it has sold to in the past.

I would emphasize again the value of working with the reader throughout the project as Alyce just mentioned. By working with him as much as possible as you go along, you are able to develop the information you provide much as the shape and scope of his reference question develops in the reader's mind. For example: at the time he came in just wanting to find out about pollution in general, there would

have been no point in your exploring the "pollution market" because you wouldn't know what products the market was composed of or in which of those products the reader was interested. Similarly, as he is made aware of the deficiencies in available information, the reader will be able to reshape his requirements, enabling you to dig out and himself to utilize what information of real value is available. For instance, a point of initial interest that will occur to both of you instantly is the quantity of the specific product produced annually. Government sources immediately come to mind; but the government sources tend to break the statistics down into rather broad catagories and then will only publish the data if the product is manufactured by enough companies so that their publication of the data won't reveal an individual company's production figures. Thus, if only one company in the U.S. manufactures electrostatic precipitators, you can't plan on getting the data from government sources. Another way to approach this kind of problem is to figure out what companies are in a field and then ascertain the pattern of their sales of the product in which the reader is interested. Once you knew he was interested in electrostatic precipitators, then you could go to Thomas Register or MacRae's Blue Book and find out what companies manufactured them. Then, almost, immediately, you would come up against the limitations in approaching the market problem from this aspect. For then allied questions arise, such as the geographic distribution of a company's sales, or

the distribution of a company's sales through its range of models. It may produce a very expensive model; it may produce a very cheap model; it may produce one model that operates by cranking and one model that operates by electricity. How many of each model does the manufacturer sell? How much of the company's production is devoted to each model: It is very difficult, indeed it is almost impossible to find out. You can hope--but rarely will you be rewarded to find that some Congressional committee has investigated the industry or the company, and, if so, they may have subpoenaed such data. Sometimes a private researcher will have been able to persuade a company to give him this information, but it is considered very private data and the possibility of their having yielded I would consider pretty slim. Occasionally a company executive will give a speech to a society of security analysts; in the major cities where there are stock exchanges, the stockbrokers in the area form societies which regularly invite executives--usually of firms in that region- to speak. Since the brokers would already know of the annual report, the executive has to talk about things that are a little different and often you will get some detailed discussion of their production and marketing practices. In an article in one of the major financial magagines or in a brokerage house report there may be some stress on the product breakdown and marketing concepts. The Funk and Scott Index of Corporations and Industries is an obvious resource here. It would index most of these brokerage house reports

and all the financial periodicals. The Wall Street Transcript republishes brokerage house materials and speeches given before various societies of security analysts, and the very valuable part of the Wall Street Transcript is that it has an extensive indexing service both current and cumulative. In getting data about current production and marketing practices in an industry, other resources that come immediately to mind are the reports issued by the companies in that industry. Again, these will prove resources that have severe limitations when used for our purpose. A privately owned company or one where there are very few stockholders is under little obligation to publish any financial data at all. And even widely-held, publicly owned firms rarely provide the sort of detailed information we are speaking of here in the reports they are required to make. You can, of course, check the annual report to stockholders but is is almost unheard of for that document to contain a discussion of how many of its various types of products a company sold, how and where it marketed them, etc. However, the "10-K Report", submitted annually by each widely-traded company to the S.E.C. and subsequently published on microfiche by Leasco, is occasionally more informative. We get upwards of 7,000 of these reports a year and most of them are considerably more detailed than the report to stockholders. The S.E.C. office in San Francisco has a file of the "10-K Reports" and their facilities are available to the public.

HORNING: Another possibility of exploration will be to determine what universities are doing research and who are some of the leading recognized technical authorities or directors of research activities at universities. Dave, do you have a handle on that?

ZAEHRINGER: Well, of course, the first thing I'd check to find out which universities are active would be the Research Centers Directory, but I would bear in mind that the date of the latest edition, as far as I know, is 1968; in the field of pollution the interest has grown greatly since then and universities are great jumpers-on-of-bandwagons, so I imagine there will be a great many new universities doing research related to pollution since 1968. When it comes to locating the scholars, that is another problem. I don't know of any very good solution to it. None of the whc's whos or directories of scholars that I know gives the kind of breakdown we really need here. None has an index listing various people by field of endeavor; some of the who's whos group people together in broad occupational categories which would be of little use here. I might try Klein's Guide to American Directories and the "Directories" heading in Public Affairs Information Service directories of scholars, consultants, etc. The Encyclopedia of Associations might yield a list of the associations which could be contacted for directories of their members and/or lists of consultant members. All our consultant directories limit themselves to management consultants;

probably libraries or library departments specializing in the sciences and engineering would have directories of scientific and engineering consultants. Lastly, if the U.S. Government Research & Development Reports Index had not already been culled, I would do so now since the authors of these studies and the research institutes who have published them would represent a pretty good list of the scholars and the research agencies currently working on the problems of pollution.

BOURKE: Could I interject a point here? Our speaker for the afternoon will be mentioning a government service which would provide information on this. Another way of tackling this if we know the name of at least one authority in a certain field, is to check the Science Citation Index.

HORNING: As a business consultant who gets involved in a wide variety of projects, I find that I can get a lot more information than I really can use and sometimes instead of the information opening doors, it leads you into sidelines that quite often turn out to be deadends.

ZAEHRINGER: Could I make one other comment? We have already pointed up the value of working with the reader through out the information seeking process. Perhaps before you go outside your own library for data, it might be a good idea to tell him, "Now, I am going to have to contact another library or the State Library; before I do that, do you have other questions related to this one? What lines of research

are you going to take?" In other words, try to ascertain what the total reference procedure is going to be before you start on it. In this way you can make fuller use of the resources you use along the way, including the resources of any other library you contact.

Another thing which seems important to me: you know at Stanford, let's face it, we are a fee-charging library and what I am surprised at is the number of people who come to us who have not first explored the research libraries, let alone the public libraries, that are available to them free. The number of people who come to us for something we are going to find in PAIS is incredible. Before we have somebody pay a fee, we invariably ask what he is going to want to know, not because we don't want to let him in, but because a good deal of the time he could have found it in his public library and we would much rather he got used to going there. Also, I think that it is important for librarians to know what other resources are available to them in their region, to acquaint themselves with the resources available at places like the World Trade Center, the Securities and Exchange Commission, and the International Commerce Bureau all in San Francisco.

MACKIN: I would like to see someone do something about a directory for all libraries in the Bay Area. Just the other day I discovered a new library and when I called the State Division of Mines Library and was asked, "Why don't you go to the Federal Mines Library?" Well, I didn't know

there was a Federal Mines Library ... down there on Golden Gate Avenue. All of a sudden you turn up one you haven't heard of before.

ZAEHRINGER: Many of those agencies have some kind of a library and the libraries are often available to the public.

GLYNN: A group of librarians from special libraries is now being formed that hopes to put out a directory of libraries in the Bay Area that have special collections. This group is very new.

DALTON: Jeannette, when you say a group in the Bay Area - would you go ahead with that?

GLYNN: Last April 15th there were some public, special and college and university libraries that celebrated National Library Week, having dinner at the Claremont and talking about ways to improve the library services to the economic community. Well, out of that meeting grew a steering committee to make recommendations to the group for projects that might help do this. The steering committee had three meetings and came up with eleven pertinent aims which were made last night to the larger group. In the meantime, we had decided to expand our mailing list to six Bay Area counties. There is nothing magic in this number, but this is where we are now. There were about thirty of us who met last night and considered the eleven recommendations. I brought some extra copies of our agenda. It is on display if you want to see it. There is no identifying mark on the

agenda but if anybody is interested in working on any of the committees, they can get in touch with me and I will refer you to the appropriate chairman. I would be interested in your reactions to the agenda. "Gee, that's a terrible idea" or "That's a good idea" or whatever. One of the recommendations that has been made to us was to have a subject list of Bay Area Libraries. Here is a directory that Marion Bourke brought, the Southern California Directory of Special Libraries, and I know that the San Diego Library groups have published something similar. Another thing that one of our special librarians suggested was that we prepare a union list of standards and specifications available at Bay Area libraries. For example, she accidentally found that she could get specifications from Great Britain from the American British Chamber of Commerce. I think that name is right. It is some group I have never heard of. So, I found out that I get calls for specifications all the time, but I didn't know that out of date specifications were terribly important. If a firm has a government contract that was signed six years ago, those are the specifications under which they work, so you need the old standards, not the new. This kind of thing we have learned from talking with each other. The last suggestion I will mention and a project I am particularly interested in is the preparation of a union list of services in the Bay Area. Now there is a lot of toing and froing about what a service is, but I think we can say basically that it is a volume that is

brought up to date at frequent intervals, a looseleaf service, for example. There are many services and as one of the librarians pointed out last night their book budget has not increased this year, but book costs have. They are going to have to drop some of their services. She wants to know what services are available elsewhere in the area so she can drop intelligently or at least as least harmfully as possible. So, everybody had an opportunity, I trust, last night to volunteer for any committee they are interested in. We will see where we go. The last recommendation that we had was to appoint a committee to establish a more permanent form of organization. This recommendation, as far as I could see, met with universal agreement. That committee will be appointed. There will be a meeting sometime in September at which these committees will make reports and will have something a little more concrete in hand. At least this is what we hope.

DALTON: Whom do you see as your potential consumer for these directories? Are they for librarians, are they for lay people?

GLYNN: Well, these specific things, these union lists of services I see primarily for librarians, but certainly I can see the businessman himself might find these directories useful.

DALTON: I was interested as you were all working together today to know how you are referring a question. Do you talk together, work together? What's your means of communicating?

MACKIN: I'll tell you. Face to face, first base to first, use the telephone...

BOURKE: We receive a lot of teletype and mail requests.

DALTON: Well, suppose that Mr. Horning was in a great hurry and he had to have an answer today?

HORNING: That's not a supposition.

DALTON: It seemed to me that all this was taking quite a bit of time. I was wondering about Mr. Horning, whether he was getting impatient or if he liked that book you sat him down with. I was wondering how you were reacting, Mr. Horning? How were you?

HORNING: There are times when you get frustrated, but there are other times when you ask questions that do take a lot of digging. They are pretty obtuse. Some of the sources are hard to get to, but in general the businessman understands. Speed is of the essence.

BOURKE: How much speed is speed?

HORNING: Well, that varies. Sometimes you get into the situation where you want an answer to something this afternoon and other times when you are on a project and you know that you have got roughly five or six months, so it varies.

BOURKE: I think that is one of the important questions that a librarian should ask a person. Just when do you want this? I know it is important for our service because if the request is marked "RUSH", we try to get it out that day.

HORNING: I think it is very pertinent for the librarian to ask the question because there certainly are times when there is no point in having the information if it can't be had at a certain time. It is very appropriate to ask the question, "Well, when do you have to have it?"

BOURKE: From the State Library point of view it is also important for us to know when something is needed, because sometimes when we don't have something there are other means of getting it, and if there is a time limit, we can tell if there is any point in trying these ways.

DALTON: Another thing that was concerning me is whether he is getting materials or whether he is getting "No" or "We'll try this or that" or "The collections are there." and also whether you are lending material.

MACKIN: On one case only in my project was the engineer very rushed and in that case I made a phone call to the other library and arranged for the engineer to pick up the book and gave him the interlibrary loan form for it. If it is that necessary I can arrange with Ampex or other libraries for this direct service if it is so important that the man is willing to take time off to get it.

DALTON: Another thing I noticed with the expense of items, I guess that was tying in with what you were saying that book budgets are being reduced so everybody can't buy everything, so that you were supplementing one another. Another thing I was going to ask is whether you can depend on each other's work? When you are building, how do you

build? How do you know what people have done? How do you know if they have checked PAIS? Or do you know?

BOURKE: It is very helpful if they say so, I can tell you. It means that you don't have to repeat work which has been done already.

ZAEHRINGER: Well, we just will not take an interlibrary-type question unless they have done the groundwork. While we might check a bibliographic resource that is fairly unique with us, we are not about to start checking PAIS or CBI.

BOURKE: Well, the State Library will do this kind of research because we get requests from all kinds of libraries including some of those that don't have those sources. Nevertheless, you are going to get much better service and much greater depth of search if you tell us what you have searched, because it means that the time we spend, is spent profitably and not spent going over what you have already done.

ZAEHRINGER: That's another reason why I like to have a reader there; you might spend a half hour looking through something that he has already done.

DALTON: Dave, I am interested in one of your statements which I think is so true ... that a person comes in so happily wanting a simple fact. How do you keep from deflating his ego?

ZAEHRINGER: I don't. I don't keep from deflating. I try to explain the situation to him, what information we can

expect to find according to how or why this information might have been published. It is very important for myself to go over it with him because he often will come up with another aspect that I won't have thought of which will lead me to an altogether different research line. For example: Now, this data is out of the Quarterly Financial Report for Manufacturing Corporations which is compiled from a government-required report, subject to audit. Consequently it is pretty accurate; but on the other hand, this is a Cost of Doing Business Survey published by a furniture manufacturers' association. Every one of the association's members who responded to this survey has his own little version of the truth and nobody is going to check it. Consequently, it is a very different piece of material. All I am saying is that it is valuable to talk over the information with the reader so that he knows what you have done and why you have done it.

BOURKE: This brings up the point that we differed on before we started and that is how much information, and what kind of information can a businessman expect to get out of libraries? Would you enlarge on that Dick?

HORNING: I find it desirable and time saving for all concerned if at the outset someone, the librarian, started by saying "What you ask for is impossible, don't frustrate yourself any further or frustrate me by trying to do it." It is harder for me to judge what is impossible really. So I just go ahead and ask questions.

BOURKE: What is your reaction to that, Jeannette?

GLYNN: It is hard for the librarian to know what's possible too. Unless she checked it five minutes ago, it might have changed. What was impossible yesterday is possible today in the first place, and in the second, it is just incredible what kinds of information are available in the simplest places. And equally incredible what simple information is not available anywhere in the world.

MACKIN: If it hasn't been done as a service, McGraw-Hill soon will.

ZAEHRINGER: As soon as you congratulate yourself that you really have searched for this and you tell the man "No, this is just really impossible" - that the data has not been published and why; then a half hour later he is back with this little report from Dun and Bradstreet that is just what he wanted. And he probably got it out of your own book stacks.

DALTON: How do you learn to talk to a man from industry without using library lingo or by using their lingo? Do they have one so that you could work with them?

HORNING: I think that is a good question in reverse too. Because you know we tend to come from a specific field of technology or a specific area of business with our own semantics. In fact we don't even know how to search a card catalog, how it is organized. It is a problem because in many cases I don't know the terminology that would be useful in terms of the area in which I am interested.

DALTON: This is what really started me out on this question - whether when we talk about BIP or when we talk about PAIS, maybe all of these things are familiar to you, Mr. Horning? Are they? What could we do to bridge this gap both ways?

BOURKE: Well, first of all librarians shouldn't be ashamed to admit that they don't know what a person is talking about. They should keep asking questions until they do understand. And they should have the person give them some illustrations of the topic.

MACKIN: The last time I worked on a particular research project over a long period every once in a while I would go back over it with the patron and say, "Let's get some better terms; let's get a better description. I want some other way to get at the stuff you have asked for. Give me some other entries in this thing." Quite often while sitting down together we can get a better source that more nearly fits into the indexes that are there because quite often the indexes don't give cross references.

ZAEHRINGER: Another interesting thing that we have discovered just recently -- we find that the students and the other users of the library increasingly are coming in from high school and college libraries where they are used to using a card catalog, used to a call number. They may not understand the particular call number system we use, but at least they will expect to find a call number. Now, we have all of our books cataloged, call numbers, the whole

bit; then the reference section is completely taken out of the call number system and put into a system that would appeal to somebody at a small research institute or a company library. We find increasingly that students are very impatient with that rearrangement. They are much more aware of standard library procedures than they used to be, because in the high schools today the libraries are so much better.

HORNING: That is just another element of the generation gap.

ZAEHRINGER: I suppose it is. They are more bothered by the fact that books are not arranged by call number than they would be if they were arranged that way.

DALTON: I was interested ... Alyce, you had this book in Russian that you said had been translated. Suppose it had not been translated. Are there translation services that you have available?

MACKIN: Yes, I called a local Addis Translation Center and asked about it. Fortunately, I had identified it in the Translation Index so I knew it had 740 pages so I asked for an estimate knowing it was Russian and knowing the number of pages -- approximately what the was the cost? $2,000.

BOURKE: There are a good many translations of periodicals and books put out by, among other organizations, the Atomic Energy Commission and these show up in some of the government indexes as well.

DALTON: What about some of the less technical translations. Do you have any referral or do you have need for one?

ZAEHRINGER: We just don't. You get into that more in the technical aspect rather than the marketing aspect of the production problem. The only time we come up against this is when there is a question of foreign marketing. But there are other types of services that might bear investigation. I noticed that a recent article about input-output analysis referred to the fact that data had been published by CEIR, Inc. I don't know what that stands for ...

HORNING: They have something to do with computer program and data banks.

ZAEHRINGER: Well, all of the announcements I have seen indicate that they get their data from the U. S. Office of Business Economics' files and publications. It's my thinking that possibly the CEIR provides some sort of access to the O.B.E. file data through their own computers. It might be expensive, but perhaps information could be obtained in greater depth or for a more recent period by using such a service.

DALTON: Another thing I was thinking of while you were talking and the question came up -- you didn't have the books so you purchased. Will you have use for these books later, or are these purchased on request or what is your plan?

MACKIN: Well, the purchase in this particular case on electrostatic precipitators - EIMAC was on a proposal and they were going to offer what their capabilities were to the government or I don't know what other company, but they

called it a proposal. This is the magic word "proposal." You drop everything and get everything the man wants immediately, but, like yesterday.

DALTON: What about directly purchasing on request? The business of to purchase or not to purchase. Do you purchase?

ZAEHRINGER; Oh, we purchase everything our faculty wants -- so long as it bears some relationship to our subject area.

BOURKE: The State Library also does. We can afford to. The State Library is used by so many people across the State that the criteria for us is, if someone has asked for it, then it is obviously interesting. Then we can also check the union catalog of public and other library holdings in California. If there are a great many copies available then we would be less likely to purchase it, but if there are no copies available then it would be a very interesting purchase for us because it means that we can serve a need that otherwise can't be filled, perhaps because it is too specialized. We would, of course, first check the UCLA holdings to make sure that we aren't duplicating there. The idea is to avoid duplication, but to make sure we fill the need.

ZAEHRINGER: It is interesting that you don't use Berkeley at all.

BOURKE: Yes, we do frequestly list U.C. Berkeley as well as other library holdings of an item, but we have a formal

arrangement withtthe libraries at UCLA. In this way we can make direct use of their materials.

ZAEHRINGER: And I understand that libraries in this area, Alyce spoke of that the other day, cannot borrow from Berkeley. Is that true?

MACKIN: If you are within a fifty mile radius of Berkeley you have to go and pick the material up. One must consider the value of the engineer's time. If you went from San Carlos to Berkeley and back, think how much it would cost. So it is easier to go to Sacramento and get it via Los Angeles.

ZAEHRINGER: For free.

DALTON: Do you have anything else you would like to say to each other before we open it to the floor?

GLYNN: Is there any hope that at any time in the future that special libraries will be added to the public libraries that send you a card of their holdings?

DALTON: They are now.

GLYNN: Are they? Fine.

ZAEHRINGER: Also something you said and Alyce would know about ... talking about the publication of a list of the special libraries and their material. Didn't the local SLA chapter have some plans for such a list? What ever happened to that?

MACKIN: Yes, in press. Right now they are doing it. Not a list of material in special libraries, but a union list of serials.

ZAEHRINGER: But didn't they also make a list of the libraries and their fields of interest?

GLYNN: They did publish a few years ago, but I understand that the question has been raised by various people and they (Special Libraries Association) are not planning a new edition and were not interested in planning a new edition at this time.

MACKIN: A yearly record list is feasible.

BOURKE: Does that have a subject approach?

MACKIN: After you work with local libraries for ten years, you know who has got what.

DALTON: Maybe you ought to do a print-out, Alyce. That is what I have always thought ... now if you could just have a direct print-out! Now we are going to have questions from the floor. I am supposed to ask you to give your name and your library because we are recording.

KITTY FOUTTY - NASA LIBRARY: I would like to bring up the policy of renewal or rather of not renewal.

DALTON: Mrs. McColm is the Head of Readers' Services and Marion has been with us ... only two months.

MCCOLM: We did stop our renewal service several years ago because we felt that we could handle more requests that come in if we didn't have to handle renewal, but in order to compensate for that we extended our loan period so we have a good long loan period - five weeks. And then also if there is a real need, if you have a project a person is working on and can give us a specified length of time, like

three months, we will make a special loan if it is justified and if the material is not in frequent use. We do say that all such loans may be recalled.

DALTON: That answer your question?

EDITH DUKE - MOUNTAIN VIEW LIBRARY: In this kind of service, since we are a small or medium size library with limited staff and limited funds, what is your expectation of what our role really is?

DALTON: You are in a public library, Jeannette?

GLYNN: Yes. Of course we are a special branch.

DALTON: Do you have any ideas on that?

GLYNN: Well, yes, it seems to me that ... now that the California State Library Service to Industry exists, the public library can give very good service.

BOURKE: We do serve a great many small public libraries. That is why I said that we will do searches in indexes such as PAIS, whereas the Stanford University Library would not ordinarily do this. We do all kinds of searches. We can do very technical searches, but we also do simple ones. In fact, one of the things that I am particularly interested in is supplying materials to the small businessman as well as for the large industry. The large industry is usually served by a special library so that we get questions from them regularly. They know us. The small public library will also need service from us and we give them every bit as much, if not more service, than we give the special libraries.

DUKE: I should use the current lingo, I guess, but the rest of my questions is "what is the expectation for us prior to referral?"

BOURKE: I think there are two things we hope for,that you will find out exactly what the person wants and transmit this to us as clearly as possible, and that you will use whatever resources you have and tell us what you have used. We can start from the beginning of a question. We frequently do, so that even if you haven't used any resources we will start with the question. If you don't happen to have any in that particular subject we will start as though it was the beginning of that particular search and we do frequently.

HORNING: As a library user, I can bring out some other facets. When I was out at the Pleasanton Library and started down the track asking questions of a business nature,of a technical nature,she said, "I can help you and it will take you a lot more time or we can be practical." She said, "Why don't you go to the Alameda County Library Information Center for Business and Government in Hayward and start from there." And this turned out to be quite satisfactory.

BOURKE: Well, you could also send a person to a specialized library in the area. You might transfer the question to the information network that you use regularly in the area or send the question directly to the State Library. You can follow whichever procedure you prefer. Referral can be

made by mail, teletype, or telephone.

DALTON: Or by telefacsimile. I had to get that in. This originally began with the State Technical Services Act in 1965 and was designed for the small businessman and the businessman who had no special library. This was really the designation to start with and, as you will remember, perhaps, that we worked with Fresno County Library. They worked cooperatively with Fresno State College and the County Library with UCLA. This project was for the people primarily who had no special library and Fresno County was a good example because there are almost no special libraries in Fresno County; they all use Fresno County Library. This is a way to experiment, demonstrate and see whether people really would come and really would trust a free public library. You know, we used to get playback. We haven't gotten it this year yet, that if it is free, it is probably not very good, but we don't think that is so. Do you have any questions?

MCCOLM: I wanted to say that we will have very shortly installed at the State Library the Graphic Sciences, Inc. Desc. I Telefacsimile machine. There will also be similar machines at the Bay Area Reference Center, Santa Clara County Library, Pomona Public Library, SCAN at Los Angeles Public Library, and, I believe, the SERRA System is going to also install this equipment. Anybody else who has similar telefacsimile transmission is very welcome to communicate with any of these libraries. Before selecting

the Graphic Sciences, Inc. Desc. I equipment we ran tests, I believe three in all, with different makes of telefacsimile equipment to gain experience. During one of these demonstration projects we discovered a company to whom we were giving library service had an operational telefacsimile machine of the same make. I forget which company's equipment we were using at the time, but there were some businesses that had this type of equipment and we were going to see if we could answer the business library's questions via telefacsimile. We discovered, however, that the equipment was in the president's office and was not available for the library's use. If, however, these company machines can be made available for general use, this is another way the network can be expanded. Mr. Horning, I have a question for you. You have heard an awful lot today about library service by being on the panel and by being able to ask questions of the panel. Were you aware of these services when you came here or did you learn something today?

HORNING: I have learned something today, indeed. I think there is a general problem of making interested people such as myself aware of the existence of and services available in the library system. You can make a lot of inquiries without stumbling across them. I don't really have any good suggestions on how to establish repetitive communication through businesses as to the nature of services available. You might develop some sort of case history approach

as a means of getting your message across, such as sending them a notice with their tax bill. But really it is, I feel, an extremely useful service. It is not adequately recognized in the business community.

MCCOLM: This is a big problem.

HORNING: It is not a problem unique to the library community.

GLYNN: Wouldn't it be possible to have articles giving case histories published in magazines, professional magazines for industry such as Iron Age, in other words, the kind of thing a man in industry is often reading. Is there a possibility of this?

HORNING: Oh, there probably is, but the problem I think is just this -- we are in San Leandro. What is available in San Leandro?

ZAEHRINGER: What about using California Business Magazine and the Daily Commercial News? There are several commercially published businessmen's magazines in this State. They might be interested in publishing what you have to say.

BOURKE: You mentioned something you were doing with the Chamber of Commerce. What kinds of things are you doing?

GLYNN: Well, right now we just sent out a release asking them if they were interested in announcing that we have a collection of telephone directories for all of California, all state capitols, and all cities of 100,000 or more. We also told them we have a 20 minute slide

presentation on investment services, which we can present to their membership. One of the things we do have is a newspaper column with a question and answer box in the daily newspaper. The question and answer column has typical business reference questions. Some of these are real questions and, of course, that brings up the problem of confidentiality. We always ask people if we may use their questions.

BOURKE: Right.

GLYNN: Or we use questions that we made up on the kinds of things people could well ask. These questions are designed to show what our collection can do.

BARBARA CAMPBELL:- This is just a passing thought. Could perhaps very satisfied customers be encouraged to write quick little letters to the editors of some of these journals? Sometimes an article that we submit doesn't have nearly the impact that the satisfied customer has.

MACKIN: Or a dissatisfied one.

HORNING: I am a believer in "word of mouth".

BOURKE: So am I. It works.

DOROTHY FISHER - GOLDEN GATE COLLEGE IN SAN FRANCISCO:
I am Dorothy Fisher, Librarian of Golden Gate College in San Francisco. We are a private college specializing in business and law. We are a member of the San Francisco Consortium Group. The librarians of the colleges and universities of the Consortium have had a joint meeting and as one result of the initial meeting we are preparing

a list of libraries in the San Francisco Bay Area. I received a questionnaire very recently to give the holdings of our library, the hours of opening and any special items distinctive of our library. The last question was, "Would you give us a list of any other libraries in the Bay Area that we could add to this list?" So I thought that you might be interested in knowing something about this group which meets in the Balboa Building, 593 Market Street, San Francisco. Mr. E. C. Cummings, Executive Director, is coordinating this particular listing.

DALTON: The Sunnyvale Patent Library, could you tell us about that Mrs. Donahue?

DONAHUE: There are three of us here from the Sunnyvale Public Library: Mrs. Jeanne Esposite, Mrs. Jean Brenneman, and myself. The patent library is operated by the City of Sunnyvale. There is a need for a real study of the entire arrangement of this patent collection. It is significant. It is the only patent collection in the western part of the country which is classified rather than arranged simply numerically. This is a very large task. Also the housing of the patent library will be changed. It will be removed from its present quarters which are really not adequate. A pamphlet is available which describes the present rate schedule and collection. It doesn't mention the address at which the patent library will be in early 1971 when our building additions are completed. The patent

library will be moved to the main Sunnyvale Library, 665 West Olive, Sunnyvale, 94086. Now this creates another question which we are studying along with all the usual problems involved in a medium size municipality operating an important national resource, funding and schedules of charges and particularly what types of publications the main collection should have in order to make the patent library more useful and to accommodate the special patrons who then will be coming to the main library. This workshop helps with such questions. I would like Mrs.Brennaman to stand up. She operates the patent library and will help you with any questions.

BRENNAMAN: Thank you.

DALTON: The special collections I have discovered are few and far between in public libraries. We were just doing a survey the other day from annual reports to discover what special collections there are. This is in the field of industry (not in special libraries) and there are very, very few. So this is one national resource that we have. There are other questions that you had? These are the people to ask them of. I think I would like to add one of mine if you wouldn't mind. Ed, I would like you to tell us some of the things you did in Fresno with the State Technical Services Act. I was thinking about the Chamber of Commerce, of how you helped men in industry, how you let them know of some of the things you did.

PLUMMER: Well, one of the first things we did was arrange with the Chamber of Commerce to let us write an article in their monthly bulletin. This reached quite a number of the businessmen. We made a number of talks at service clubs. Interestingly enough, it wasn't until yesterday that I was invited by a Rotary Club. They wanted me to talk today. The way that worked out the best for us, but which is admittedly the slowest method of developing business, was to contact someone in a company, such as the president of the company, or the director of public relations and ask him if I might come out and talk to him over a cup of coffee about a new service that the library provided. By making an appointment, going out to see him when he was going to be free (you would be amazed how much coffee businessmen drink)--I was able to at least get a free cup of coffee and discuss what we were doing, what we proposed to do. Unlike a gentleman down in the L.A. area who made a comment at CLA last winter that he had mailed letters out to businessmen telling them that the library was providing service to business, would they come in and use it, we got results. I did a little background work on the company, what its products were, what I thought its information needs might be, etc., so that I was able to go out and indicate that we could satisfy some of these needs. I then asked if we could set up a meeting later so I could speak to departments heads. This worked out very

well and it was interesting that the companies in Fresno which appeared to be the most successful were the ones who were most interested in information. There were very few companies that turned us down completely. Another thing that we do on a continuing basis since just one contact is not going to take care of the job, is to utilize the State Library publication, What is New in Accounting, Management, Personnel and Supervision. You are probably all aware of these annotated bibliographies. We have an arrangement whereby we get the proof sheets from the State Library, copy them on our own resources and send them out to a mailing list of the local businesses. This gives the businessman the opportunity to locate recent materials, periodical articles and new books acquired by the State Library in these four fields. Since the businessman doesn't normally think of the library as a source of information for him, you sort of have to seduce him to use your facilities and sometimes it does have to be that way. You have to tempt him with something that he can see that he can use. It might be simple articles on cost accounting or something like that, but after he realizes that you can provide this then you can get into the more technical materials. And to indicate what can be done in the library, we have -- this is an incident which we have cleared with the patron to use as an example...Valley Nitrogen Company wanted to get a copy of an article which was a paper delivered at an International Fertilizer Institute

in Paris. We found out that it had been published in only one publication, a British fertilizer magazine, which apparently is not subscribed to by anyone in the United States. Even the Library of Congress doesn't get it. So, searching in Chemical Abstracts I found out that the work had been done at Muscle Shoals. I wrote to Muscle Shoals to see if I could get a copy of the paper. I got a very nice letter back from the author of the paper, a fellow named T. P. Hignett, a copy of the paper and a bibliography of all of the work that has been done since then. Needless to say, our patron was quite surprised. Another thing to indicate what can be done by libraries when they want to cooperate, we had a patron who is writing a book. We interpret business as being quite broad, so authors fall into the area of business. He was writing a book which required some information about a trial which occurred in New York City, March 31st, April 1st and 2nd, 1900 and Alexander Hamilton and Aaron Burr were the defense attorneys. Well, there were supposedly only two transcripts of the trial; one at the Harvard Law School Library and one at the Library of Congress. The Library of Congress was going to charge us at least 50¢ a page. It was a 95 page transcript. The patron didn't want to pay that much. Harvard Law School said that their copy was missing so I wrote to New York Public Library to see if there had been any newspaper articles around that time which might mention the trial. I got a very nice letter back. They had typed me a copy

of a short article which appeared, cited two more, filled out an order form with the price and everything and also indicated that they had a copy of the transcript and that they would give me a microfilm copy for $5.00. I called my patron and he said that he had been trying for ten years to locate the material and was flabbergasted that we had been able to get it for him. So there are all kinds of things that can be done to help business if we will take the initiative and do just a little bit extra. And let's remember that we are all tax supported institutions and the businessman has to pay taxes. If he can see that we are an economic asset to the community, maybe he will be more willing to give us support.

DALTON: Mary Jane, would you give us an account of your work at UCLA?

SCHMELZLE: I am on the State Library Staff, but I am at UCLA. This cooperative project is part of the California State Library Service to Industry in which UCLA is cooperating, in that they make their resources available to us to use for all of you and for the libraries which have sent requests to the State Library that they were not able to fill out of local library sources or through the regional library systems in their area. Those which the State library has not been able to fill because primarily of the specialized nature of the material are sent on to me at UCLA. And UCLA allows us to use their collections which means all the libraries on the campus. About two thirds of what we do comes from the Engineering and

Mathematical Sciences Library. A substantial part of the rest comes from the Business Administration Library and the Biomedical Library. In this way we are able to find information and to lend material, within the limits of UCLA's interlibrary loan policy. Our access to this service to make such interlibrary loans differs from their own greater interlibrary loan service primarily in that we give this expedited service, rushing the request and I think that we all need to feel the importance of the fact that someone who uses the collection regularly in certain areas develops some short cuts to the material and it is this sort of specialized service we have been able to provide in this way from the collections all over the campus and I guess the popular term now would be interdisciplinary. Where libraries are divided as they are in large holdings like that it is awfully important to be able to go from one library to another, rather than to have a request go from one library to another to be filled. So we are able to expedite the services provided. We do provide photocopy from journals and sometimes of conferences and others. We provide photocopy without charge to libraries who made their requests through the State Library. The State Library from its own collection also provides material in this way.

DALTON: Thank you very much. The time has come for us to break for lunch. We have an hour and a half. We will

be leaving at 11:30. We also can look at exhibits as we go to lunch. You have in your packet a map and a list that tells you where to go. I have no references to make so I will leave it up to you people. One thing I would like to say is that we are going to start exactly on time at one o'clock. Please be back at one. And I want to thank all of the people here, the librarians,and Mr. Horning, the man from industry who came to talk to us today.

Reports from Discussion Groups

#1 - Role of the Reference Librarian

We started out discussing the difference between the reference librarians and the information specialist and whether or not there should be any.

Generally the information specialist attacks problems with more depth and the information specialist works in a narrow enough field so that the material can actually be read and perhaps be abstracted into a formal report; whereas, the reference librarian is limited by time and by the wider fields to be covered in her work.

We discussed the need for the reference librarian to have some sort of a network to tie into if you have to go out of your own library to get information. Most libraries are very happy to cooperate, but first the reference librarian has to know that they exist, what they have and what their policies are on interlibrary loans. In handling requests, the first requirement of the reference librarian is to have a good idea of what the patron is really looking for. Sometimes it requires almost an interrogation period before the question is defined. If the question cannot be answered in the library itself, the patron has to be referred to other sources. There is a need for complete information about all libraries (public and special) at least in the local area. This information should include not only periodical holdings,

but any special field in which the library has a collection of material. This information should include all fees charged, photocopy charges per page, postage and search fees so that the requesting library would know what a request would cost.

#2 - "It has been said: 'The common goal of reference work is actively to anticipate informational needs, to respond to requests for information by providing direct answers to questions, by identifying and supplying, regardless of their form or location, those sources most suited to the user's requirements.'"

IS THIS OUR GOAL TODAY?

Kay Donahue - Sunnyvale Public Library

Our answer to this question as to whether this is the proper role for us is, "Yes." Rather than be passive librarians who take care of the collections, they should go to any reasonable lengths and use any resources possible. They should make any referrals that they can and within reason they should do anything to lead a person to the source if the library actually doesn't have the material needed.

We should know our informational environment. In addition to knowing our own collection, we should know where the patron can get more information. Now in order to achieve the impossible, we will then go on to actively participate in the economic community, in addition to just the library community. We would solicit and we would anticipate the types of needs that we would meet. Some libraries that have all the customers that they need and more than they need took the position that they didn't want to solicit more business than they are already having trouble handling, and further that they are not specialists in business and technology information. Some business people are probably not using the library because the facilities are crowded with a great number of young people. There is now a trend toward a better balance in serving adults as well as young people.

Is funding adequate for the specialization? It was suggested that funding tends to follow heavy use. The announcement of information services to business and industry should follow the development of the service rather than the library publicizing something which does not quite measure up to the demand. We decided that there should be more market research on exactly what kinds of information are needed and by whom.

If the college's collection is new and small, students attend the public library. The public library is frequently not even adequate to the public potential and the business potential. On the other hand an example was given of a university which allowed the public to use it without any restriction and in this instance the city library never did develop a good collection because of the resulting lack of public support. A solution was suggested that public libraries should specialize in applied, not theoretical, materials since universities tend to specialize in theoretical materials and this would create a better balance.

To achieve this goal of actively serving the business and industry user the librarian could contact the Chamber of Commerce, talk to people, read the financial pages, anticipate movements like ecology, read the local newspaper. The public librarian and the special librarians should become acquainted in order to establish cooperation. It may be helpful to get tangible evidence of work done for business firms which can then be presented to the governing board of the library.

In referrals to special libraries the reference librarian from the public library should first phone and check whether the special library is able to help with a particular question and what its policy is on helping patrons from outside the company. Librarians prefer to talk to another reference librarian. One should give the name of the user so he will be expected. Federal agency libraries will serve the public and respond to every request if they have the information. The businessman's request for information should be treated confidentially since even the fact that a certain business is interested in a particular piece of information may be of use to its competitors.

#3 - Publicity and Public Relations

Sarah Gray - Contra Costa County Library

We came up with a lot of questions -- questions because each individual library has its own community to deal with.

Three major points were discussed: first, who holds the major responsibility for public relations in the library? second, just how does the library reach the business community, and third, what do you do with the business community once you get them into the library? All of these, of course, fall into a continuing program and it should go from the top to the bottom of the library staff, from the one who formulates policy and sees that it is carried through down to the shortest term library aide. Public relations is a project for the entire staff -- a continuing one.

The question was raised, "What happens to people in our libraries? They seem to stop coming to us at the age when they begin to play baseball and they come back to us in later years as business personalities, not knowing how to use the card catalog. Somewhere or another we fall down." Perhaps it is a problem of "turn off" terms that we have developed over the years. We need to develop different ways of reaching our various public and business patrons.

How do we reach the business community since we turn them off at the baseball season in their early teens until their later years? Various methods were suggested earlier this morning. Do we contact a public relations man in business? Do we contact the president of the company, or do we

do both? It was recommended that at least two contacts in person are necessary, the second being a follow-up on a broader scale with background research for the business involved.

Do we use personal or other types of contact? Do we mail bibliographies or do we meet the businessman? Questions can be used to find out the composition of the business community which the library serves. The Meyer Report, The Library and the Economic Community, of course was mentioned. It is recommended that if you are going to use questionnaires, they should be mailed out or taken on a personal basis.

One of the suggestions made was that perhaps one of the best contacts in the business is the president's secretary. I think that anybody who has dealt with any businesses or law firms has discovered that if you can't always reach the top man, go to his right hand.

Our discussion mentioned the various bibliographies coming from the State Library. These may be reproduced and sent out to the business community to provide continuing contact between your library and local businesses.

Suggestions were made that libraries should use various public media, such as radio, television and newspapers. Don't overlook Chamber of Commerce mailings -- their bulletins. Get in on whatever other publicity means there are in your community.

One of the things that was mentioned is that librarians over the years have tended to be more book oriented and we must remember particularly in this subject area to be more

information oriented.

Our main recommendation was that libraries should ease into business service gradually. Don't bite off more than you can chew, more than your current budget and your next year's budget can handle. In other words, don't build up hopes in the local business community to the point where you make a bad impression when you cannot fulfill their expectations.

What to do with business people once you get them in the library is perhaps the major part of public relations. As we said before, the public relations program should be carried out by all staff members and it is a continuing thing. It is imperative that you have complete staff coordination, cooperation, and information in order to get across any specialized service which your organization is offering. Sometimes business services are forgotten and certainly when a businessman who has been contacted comes into the library the lowest member or the highest member, depending on how you look at your organization chart, on your staff should know who is in charge or to whom this important community representative should be referred. There is a question on what do you do if you really don't have the materials once you have the people coming in. Naturally, cooperative library assistance comes in here. If you don't have the materials you refer them to other libraries if you cannot borrow the materials on interlibrary loan. What about the

security problem? What happens when materials are acquired on a semi-permanent basis by members of your business community? Don't advertise library security problems - it is not good public relations material.

#4 - Information Analysis Centers

Jonathan Little - Butte County Library

Right away we came to the conclusion that basically information centers and libraries are not rivals, just more or less different aspects of the same phenomena. Basically both store and retrieve information. The chief difference is that the librarian handles general information and the information center provides very specific information. It is the same service at a different level.

Centers are said to assemble diverse information and arrive at a different conclusion which is perhaps a little bit, or a lot, different than libraries do. However, it is not exactly clear in my mind to what extent the information centers do come up with new conclusions from various data.

We then discussed libraries as a point of entrance or as a referral center serving mainly as a gateway to information analysis centers providing general information, screening out the more or less general information that could be handled by the local library and on up to the State. We came to the conclusion that it will be most likely that the State Library would be the level at which one would refer to the information analysis centers, after all the regional resources have been tried. Among the information analysis centers, there are some that prefer direct contact with the individual and some that prefer to go through a librarian. This seems to depend greatly on what type of problem it is. If it is perhaps classified information or extremely specific then a direct, face to face contact would be desirable. Some

centers seem to have more confidence in librarians because of their ability to translate a question into the terms used by the information analysis center.

Then we discussed charges to industry and agreed that usually it was a matter of how badly an individual or an institution wanted the information whether they would pay a quarter or $275.00 or whatever was necessary. We agreed on this. We agreed that industry would pay for special services beyond whatever is conceived of as in line with what a library should provide. Industry representatives were not included in our group so we don't know how they would feel about it.

Next we briefly covered input -- if somebody comes to us and does a very special study, it is our duty to get this person to agree to get this study on to the information centers.

I suppose you could say that libraries and centers need each other. You couldn't say that we are rivals, but we are not exactly friends either. Perhaps we are embarrassed acquaintances.

#5A - Interviewing the Patron from Industry.

Joyce Marlin - Walnut Creek Branch Library

We were a diverse group ranging from representatives from the public library to the special library, but we began by agreeing that basically the problems are similar for all libraries and also agreeing that it is vastly better to talk to the patron himself rather than a "middle man" such as his secretary and also in person rather than on the telephone although information centers apparently do receive most of their requests by telephone or mail. The librarian should listen to the question being asked and try to determine exactly what the patron wants and without being blunt always find out why or for what purpose he wants the information. It sometimes takes a lot of time to determine why.

Time is sometimes required for this. Librarians who are too busy to provide time for this kind of service can be relieved by other staff members or can overcome this problem to some extent by returning repeatedly to the patron to check on his progress. It is important to make the patron feel welcome and that you are sympathetic even if referral is all that is posiible.

Some patrons are more difficult to interview than others. The patron who does not himself know exactly what he wants cannot formulate his question. The patron who is not familiar with libraries and what kinds of information are available may make his request in too general terms.

The businessman who for one reason or another does not want to reveal his purpose, for example, because he does not want a competitor to know of new areas of research or does not want the City Administration to know that that City is being investigated as a potential location site, will also be difficult to interview. With the person whose problem is so technical as to be incomprehensible to the librarian, informed and sympathetic referral may be necessary.

The discussion group decided that the following were the most important pieces of information to find out during the interview:

1. The patron's field of knowledge.
2. The company's product or field of endeavor.
3. The subject of the request and some background.
4. For what purpose he needs the information.
5. How fast he needs it.
6. How much depth or detail (i.e. quantity) is needed.

#5B - Interviewing the Patron from Industry.

Kitty Foutty - NASA Library

The initial reference interview is crucial if the information has to be transmitted to a second library such as the California State Library in order to provide material. If the interview is comprehensive and the information is reliable, it can be recreated and reworded if the secondary source does not understand. The more concrete the information, the more informative it will be.

In order to get reliable information, the librarian should ask general questions and then progress to more specific questions. Try to find out discreetly why the patron needs the information. Sometimes the patron does not know exactly what he wants, and sometimes he has done too much thinking and asks his question in very general terms. Do not be afraid to confess your ignorance and use a thesaurus, encyclopedia or dictionary and ask questions. Simplify your own library vocabulary so that the patron can understand you. Attempt to get him to do the same. Establish the level of information needed. Find out what sources and indexes the patron has consulted and if he has used them correctly, the latter preferably without his knowing. The negative patron can be a problem. There is usually no solution to this except diplomacy and patience. Continue until you are satisfied and until you have established that he is too.

Conclusion and Summary

Phyllis I. Dalton

Public Relations must be in the forefront at all times. The 1969 California Library Association Pre-conference on Public Relations stressed that public relations is more than publicity. John Robling, Vice President, Encyclopedia Britannica, said that to communicate successfully, librarians must invent new words replacing older and debased ones. Also in communicating, librarians need to use the new media themselves in educating the libraries' public.

At this same conference, Miss Virginia Matthews, Deputy Director of National Library Week, said that in communicating, librarians must be aware of life outside the library and must relate this life directly to the library. Libraries must know their purpose, policies, priorities, people, politics, programs and show proof that libraries do make a difference.

We, as librarians, can approach our problem in two ways - one revolutionary and the other evolutionary. You can make your own choice as to which approach you wish to use. But unless we take one of the two approaches, libraries can wither away, their place taken by some new communications network; or, libraries can change, they themselves will become the network.

What must we have to survive as the information center? What must we do to serve industry as it must be served? We heard the word Speed today as Dick Horning said that in some cases if industry can't have the information now, industry

doesn't need it. This is not always true, but a library must be geared so it can go full speed ahead when the need demands it. Libraries must be able to shift into the highest speed when such is needed.

We heard today in the panel discussion that information may be information about information.- not the information itself. We learned that we need to know the language of industry and to orient the man of industry into our own world of library language.

I heard as I listened today of current awareness services that would be most valuable to the men from industry. I learned too that people are important resources - people on the library staff, advisory committees, friends and acquaintances. From your discussions it would appear that it is important to have an advisory committee made up from men from industry and in selecting the members for the committee that the librarian should start at the top of the company - with the President. You may not get the president to be a member of the committee but he will make the decision concerning who from his company should be a committee member. Resources were well identified today. The quantity of resources is almost frightening when we hear about even just the technical reports available. How are you going to transfer this information to the user? I heard too that people are resources as well as materials are resources. Books, non-books, what have you, are resources. We must all be information oriented and get the information whereever it is.

Cooperation was emphasized by the panel this morning - one library built on the reference service of another library and on another in finding the answer. Obviously one library cannot supply all the needs of any one community. We heard that the communications are essential. We learned that there is no challenge by the information analysis centers to the library but rather that they supplement the libraries. We know that libraries should have customer related programs - sometimes it may seem that libraries have librarian oriented programs but they must be customer related instead. Then there is the technical information flow - I like this phrase except that librarians must be sure that the technical information does not flow right past the library! Then there is the need to know - I like the term because our job is really satisfying the need to know. Libraries are really data banks that provide the technical information flow to the people of industry who have the need to know.- we transfer the information on technology from the technological information flow which results in technological utilization by the man from industry.

In the discussion groups the following took place as I heard it:

1. THE ROLE OF THE REFERENCE LIBRARIAN

   There seems to be a difference in the role of the reference librarian but this results from the changes in the world around us. There must be a network,for the reference librarian must know the location of

of materials. The access must be known and the availability are two most important points in successful service to industry.

2. IS THIS OUR GOAL TODAY?

We must not be passive librarians and libraries. Active librarianship is our goal. I liked the term informational environment for librarians must participate in the economic community. The problem can develop, of course, of bringing in more people than can be adequately served. It was pointed out that you can't always wait for funding before you provide a service. Funding will follow use and good service. I was pleased to hear that this discussion emphasized the confidentiality of reference service. This aspect of the service is most important to its success and effectiveness.

3. PUBLICITY AND PUBLIC RELATIONS

a. Who is responsible for public relations?

b. How do you reach the economic community?

c. How do you serve the people from industry?

These were questions raised in this discussion group. The discussion group also talked about the gap in the individual's library life habits --as a child he uses the library and as an adult he may come back but during a long period in life between

he is not a library user and as an adult may have to relearn what he knew as a child about how to use a library. The necessity for brevity in annotations and publicity was stressed and that libraries should ease into the service to industry rather than rushing into it.

4. INFORMATION ANALYSIS CENTERS

They are not rivals of the library. Both libraries and information analysis centers store and retrieve information - the information analysis center is more specific. Libraries and information analysis centers provide information at different levels. The two need each other - it appears that they are not rivals and not friends either - perhaps just an acquaintanceship.

5. INTERVIEWING PEOPLE FROM INDUSTRY

To talk to the man in person is most important in providing good service. Time is necessary for the interview both for the librarian and the user. Interviewing successfully is an art. There is need for the user to formulate the questions so that the librarian can successfully provide the answer and there is need to know the purpose of the question for a successful response. Because of these two needs, the interview is most important. The interview can be a delicate problem, but it is a most

crucial one. The interview has a great bearing on the providing of reliable information. All staff members will require training in the area of the interview. Mutual understanding between the librarian and the user is most important to provide the proper level of information.

In closing let me again emphasize communications. Communications must be evident because that's what libraries are all about. We know that we have progressed rapidly in the scientific and technical fields. As a result we may have many studies that have been done to provide needed information. The part that libraries must perform is to transfer this information to those who are in search of information. No one library nor no one library system can meet the demands within its own resources. We cannot have 21st century needs tied to 19th century organizations. Libraries have provided many, many outstanding services in providing service to industry - all of our libraries together. California has a powerhouse of librarians and libraries. But our spectacular feats don't mean that we have the best information in the world at all times nor that we can provide it continually as we should. Maybe we need to do some creative listening and I hope that

we have done that today. Now we must show a willingness to act on the things that we have heard and implement those services that are possible now and those we can't later. Listening is an art and creative listening results in creative action. We can today communicate by satellite, but we often wonder if <u>they</u> are listening and perhaps sometimes <u>they</u> are really <u>we</u>?